

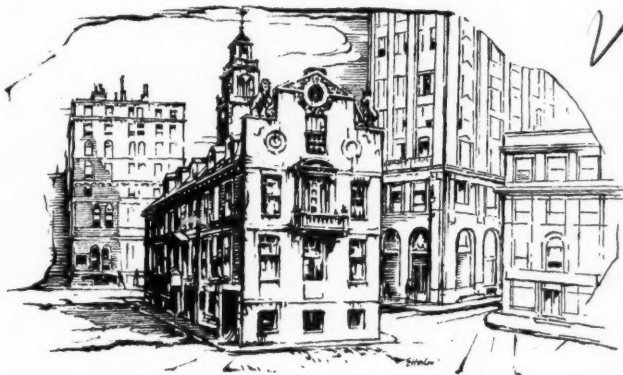
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue New York City

VOL. XCIX

NEW YORK, MAY 3, 1917

No. 5



Now Opposite the Old State House

N. W. Ayer & Son announce the removal of their Boston Office to the Merchants' Bank Building, 30 State Street, directly opposite the old Massachusetts State House, and will be glad to welcome clients and advertising friends in their new business home.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

"Put it up to men who know your market"

FEDERAL

Principles and Practice



An agency connection of the right sort may frequently become an asset of genuine worth in an advertiser's business.

FEDERAL is proud to number many loyal clients who will testify to the truth of that fact. Suggestions advanced without invitation; ideas often fought for; candid criticism when required—these are FEDERAL fundamentals as essential a part of FEDERAL Service as convincing copy or attractive art.

FEDERAL ADVERTISING AGENCY

at 6 East 39th Street
NEW YORK

at 30 N. Michigan Avenue
CHICAGO

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCIX

NEW YORK, MAY 3, 1917

NO. 5

War Shortage of Raw Material Capitalized in Neolin Advertising

Goodyear's Trade-Up Policy to Make Sales—Market Created by Changing Conditions

By C. R. Johnson

DURING the recent convention of shoe manufacturers in Cincinnati, two well-known shoemakers were discussing the possible effect the advent of fibre or composition soles would have on the future of the shoe industry. Said the Chicago manufacturer: "Judging from the way they are selling them, it looks as though it will only be a matter of time before the great bulk of all the shoes made in this country will have fibre soles." To which a Brockton manufacturer replied: "Selling them—good heavens, man, all they are doing is telling us how many they will ship on our orders."

This little incident taken from life graphically illustrates the future for composition soles and answers the often-asked question as to whether or not fibre soles are winning a market. True, the remarkable sales record being chalked up by this industry has, to a certain extent, been forced upon it. A war-crazed leather market has poured a continuous stream of orders into the laps of the sole manufacturers. But in spite of these favorable conditions, there has been some highly suggestive merchandising done by these companies for their latest advertised specialty, as instanced by the Neolin campaign.

A shoe manufacturer in a western city found it hard to get leather, so he turned to fibre or composition soles. Various manufacturers were invited to present

samples. Ten different manufacturers responded, and ten representatives forthwith called on the manufacturer, each declaring that his was the best and only satisfactory sole on the market. Perplexed by the confusion of claims, the shoe manufacturer decided to put it up to the salesmen. The different soles were laid on a table, brand names upward. Each of the twelve salesmen in turn indicated Neolin as his choice. The shoe manufacturer was curious. "Why Neolin?" he asked. "Do you think it any better than the others?" "Don't know about it being any better," was the reply, "but it is the one most popular with the dealers."

While this is a single incident, introduced here to show one effect of the Goodyear introductory campaign—there is every reason to believe that the condition is general. One of the largest shoe manufacturers, with factories in both Chicago and Pittsburgh, selling an advertised shoe all over the country, tells PRINTERS' INK that he uses Neolin, not because it is better or cheaper than one of the multitude of other brands, but because of the dealer-acceptance policy the makers have so cleverly worked out—and which is, to all appearances, entirely acceptable to the dealer.

The effect of this dealer-acceptance policy is apparent in talking to dealers. Out of seven interviewed by a PRINTERS' INK representative, six of them admitted

that they didn't know much about the others—but they thought Neolin was just as good as leather. A prominent Cleveland dealer even went so far as to say he was going to insist that his next shipment of shoes be soled with it.

By intensive trade work the makers have not only been able to win considerable dealer good will, but this good will has made itself felt time and time again. Over

ated by the war. An impending dearth in the leather supply was a patent fact to observers of leather conditions ten years ago when it was seen that the supply of beef cattle was running a poor second to a rapidly increasing population. In the research for leather alternatives, fibre soles were produced with varying success. But when the war demand came it precipitated the leather crisis, and made conditions ripe for aggressive promotional work on fibre soles.

The soaring leather prices created a seller's market. The sudden demand for fibre soles by the shoe manufacturers caught the manufacturers of soles unprepared to supply the demand. And here manufacturers, whose factories are oversold or who are affected by temporary shortages of materials, will find an example set by the fibre-sole manufacturers that could be considered with profit. Instead of contentedly attempting to supply the demand, the sole manufacturers set about to advertise to insure sales in the future when production caught up with demand and it became necessary to sell. Under these circumstances, the finesse with which the manu-

facturers of Neolin worked to establish their product should be interesting.

A quick start in a new field, as every advertiser knows, leaves competition following a pace instead of setting it. And it was getting a quick start or an edge on competition that the Goodyear Tire & Rubber Company depended upon for an advantage with the shoe manufacturers.

The building of good will for a new product through advertising



Neolin
Better than Leather

Cutting Down the Nation's Shoe Bill

Neolin Soles wear longer than leather on any shoe.
But on children's shoes—where leather is usually inferior—Neolin wears very, very much longer.

So shoe bills for the young folks—had the old folks, too—were reduced.
Then, Neolin tends on breaking in. It is as flexible as an old shoe the first time you wear it. It gives as readily.

It makes walking easier. Its flexibility permits the foot muscles to exercise and strengthen themselves.

Without indicating the discomforts of leather soles, Neolin has the feel of flesh. But it stands vastly greater fastness.

It is waterproof. It does not crack under use. Neolin is waterless. It does not scratch or wear floors or furniture.

You can safely give the children the freedom of the house.

If any member of the family needs shoes, it shows good reasoning—by all means get Neolin.

Ask for it by name.

The dealer should have shoes with Neolin soles. He can get them—at an extra cost to you—from jobber or manufacturer.

The cobbler has only to ask the shoe-finding house for Neolin, if he hasn't already got it.

Every Genuine Neolin Sole Bears the Brand Neolin
—a trade symbol for a quality product of—
The Goodyear Tire & Rubber Company
Akron, Ohio

THIS APPEAL TO ECONOMY IS TIMELY JUST NOW

400 manufacturers are now using these soles on their samples. Sales which eighteen months ago were less than 10,000 pairs per day, now exceed 50,000 pairs per day, and the factory is over a million pairs behind. Who will say that this is not an enviable sales record?

As pointed out in PRINTERS' INK last August, it would not be entirely within the truth to say that fibre soles were brought out primarily to meet the demand cre-

Public Notice

Rates for advertising
in Popular Science Monthly
will advance 20% on
June 1, 1917

Important

Definite orders received before June 1, 1917, will be accepted at the old rates for all issues up to and including January, 1918, provided space is used in either the July, August or September issues. New rate card on application.



Old rate based on 160,000 net
New rate based on 192,000 net

Popular Science Monthly

239 Fourth Avenue, New York

Peoples Gas Building, Chicago

Member A. B. C.

is not a thing to be attempted by a half-hearted advertiser. So when the company determined to win the favor of the shoe trade, it planned a campaign as broad as its purpose.

When the company was preparing this campaign in September, 1915, its output was taken up by two hundred manufacturers. But the company was planning for the future. If it would be easier to sell Neolin with the shoe trade cultivated by advertising, the manufacturers and their salesmen should know about it.

The campaign took quick hold

Lack of consumer understanding is a serious obstacle in the marketing of any product, and sometimes reacts on a manufacturer in a most unexpected way.

A large Chicago shoemaker explained to PRINTERS' INK how it affects the marketing of fibre soles:

"Manufacturers of advertised brands of shoes," said this manufacturer, "take a cautious attitude toward advertised materials entering into the manufacture of shoes. Are they an asset or a liability? Will they help to sell our shoes, or do our shoes have to help to



As the Transcontinental Express is to the Old Prairie Schooner

THERE are two great methods. One is old. One is new and best in the shoe. There is another, and it is new. It was born in the 19th century. There is the Transcontinental Express for the modern shoe and woman who has today.

There are two shoemakers. One is of leather and is the product of an old shoe. It is not Neolin for it is not waterproof, and because for it is not flexible and resistant to a soft sole.

There is another shoemaker. It is not leather but the product of a generation that demands better than leather. It produces every other leather shoe and produces every shoe leather today.

That makes shoes only is called Neolin. Neolin, that correctly, never behind in a modern shoe.

There are shoemakers near the product of Neolin.

Neolin has not a quality given to leather shoe which has not been given to every shoe.



So is Neolin to the Leather Sole

There are two methods. One is old. One is new and best in the shoe. There is another, and it is new. It was born in the 19th century. There is the Transcontinental Express for the modern shoe and woman who has today.

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Neolin has not a quality given to leather shoe which has not been given to every shoe.

Neolin
Better than Leather

ADVERTISEMENTS LIKE THIS HAVE MADE NEOLIN POPULAR WITH SHOE DEALERS

on the shoe trade, due to the dominating space and hammer-blow copy used.

Instead of contenting itself with merely filling space, as so many business-paper advertisers do, those in charge of the advertising gave the same careful attention to the copy in business papers as they later were to give to the consumer copy. But it was early realized that inadequately supported copy would leave a serious loop-hole in the campaign through which business could too easily escape. This loop-hole was a shortage of consumer appreciation.

sell them? We have invested thousands of dollars to build up a reputation for our shoes, and why should we now share the benefit with another manufacturer who has as yet contributed nothing to our prestige?"

Walking to a sample case, this manufacturer selected two shoes. One with a leather sole was made to sell at \$4.50. The other, with a fibre sole, was made to sell at \$3.50.

"The fibre sole," he explained, "may wear twice as long. So we are coming to fibre soles and sole leather manufacturers are going to turn their product to other

Of Course

Some advertisers select publications on the basis of "follow the crowd." Did you ever stop to realize that, with circulation and editorial values equal, the best advertising returns come from the publication carrying less advertising?

Don't wait for the other fellow. The **AMERICAN WOMAN** now offers you values that are worth while. Investigate and decide for yourself.

THE AMERICAN WOMAN

C I R C U L A T I O N
500,000 Net Paid
G U A R A N T E E D

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York

uses. But in coming to the use of fibre soles we are not going to be jockeyed into a corner by tying up to any brand of fibre sole. Examine that fibre sole—it's Neolin—but the consumer doesn't know it, because the brand name has been burnished off.

"When the company has made Neolin mean something to the consumer, so that his familiarity with the product will make it easier for our dealer to sell that shoe, then we will be only too glad to leave the trade-mark on. More than that, we will go out of our way to make it known that it is on."

This attitude on the part of manufacturers, coupled with wide experience in marketing a product in which the consumer was a

vital factor, pointed to the need of increased consumer advertising—and accordingly a campaign to the consumer was begun in October, 1916. This campaign was quite different in character and appeal from the 1915 consumer advertising, which was primarily intended to announce the product and create universal discussion.

Instead of urging fibre soles as a substitute for leather, "Neolin—Better than Leather" was made the keynote of the campaign. The general appeal of the copy was designed to dispel any existing impression that this sole was a substitute and emphasized the fact that it was an improvement. In much of the advertising, double pages were used to drive home features that associated Neolin

with progress. With appropriate illustrations showing comparisons, one advertisement was headed, "As the Trans-Continental Express Is to the Old Prairie Schooner,. So Is Neolin to the Leather Sole." Other copy takes advantage of the high cost of leather and is designed to emphasize the feature of economy. Particular stress is laid on this composition sole for children's shoes in women's publications. "Cutting Down the Nation's Shoe Bill" is the heading of one advertisement, which makes the point that "Neolin Soles wear longer than leather on any shoes. But on children's shoes, where leather is usually inferior, Neolin wears very, very much longer. So shoe bills for the young folks—and the old folks, too—are reduced."

The big drive is now well under way. Like all campaigns it

[illegible]

Soles, Soling, Heels, Cement

The Goodyear Tire & Rubber Company, Akron, Ohio

COPY THAT APPEARED IN SHOE REPAIRMEN'S TRADE PAPER

Bull's-Eye!



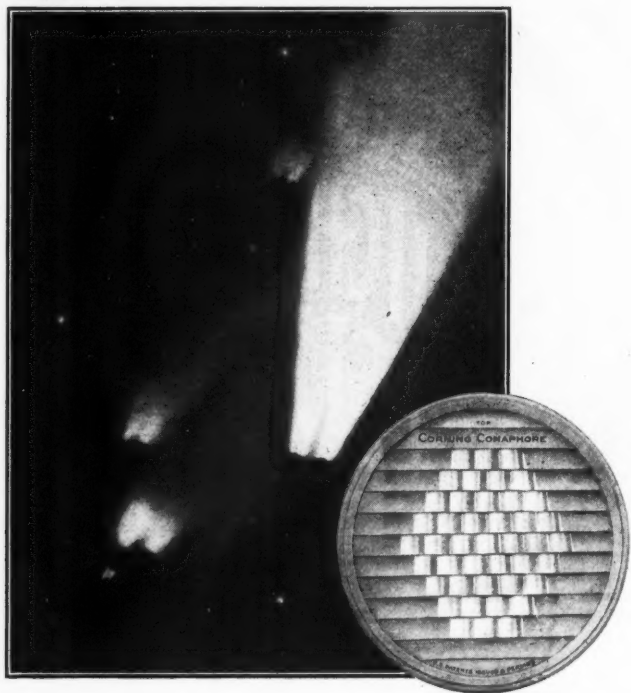
In Advertising-Selling
Dominance

Write for the proof—

Joseph L. Finn
President

222 SOUTH STATE STREET, CHICAGO

CONAPHORE



“What shall we name it?”
said the manufacturer

Here is a new automobile headlight glass different
from all others.

It is made on a different principle.

It does things which no other headlight glass will do.

It looks different.

It is even made of a new and different glass.

"What shall we name it?" said the manufacturer.

We suggested *Conaphore*.

Conaphore? What does it mean?

It doesn't mean anything—that's the point.

This product is a new *kind* of thing. The first principle in selecting a name for it is to make that name generic—a name that means nothing to start with; can mean nothing but what you make it mean; can apply only to this product, and be owned by you forever.

So *Conaphore* was adopted, and the individuality of the product was given expression in an individual name.

On the same principle we worked out such names as *Yuban*, for The Arbuckle Guest Coffee, *Veedol*, for The Lubricant That Resists Heat; *Brenlin*, for The New Window Shade Material; and *Kovar*, for The New Beverage.

Why we chose the particular combination of syllables used in each name involves still other principles.

If you have a name problem we should be glad to discuss it with you. It is a subject to which we have given a great deal of study.

And, of course, "A good name is rather to be chosen than great riches."

J. WALTER THOMPSON COMPANY
NEW YORK

Boston

Chicago

Detroit

Cincinnati

has its critics. There are shoe manufacturers who feel that the advertising would be more effective if it followed in the footsteps of successful shoe advertising. Be this as it may, the fact remains that, up to date, the demand for Neolin is far in excess of the supply. That it will continue to be so for some time to come is the confidential expectations of the factory. A look at the following table of costs of shoe materials as published by the *Boot and Shoe Recorder*, further strengthens this belief.

"The following table," says the *Recorder*, "shows the cost of a pair of shoes to retail at \$3.50 in 1905, and the cost of a shoe of the same quality in 1912, March, 1916, and December, 1916, with the percentages of increases in the several intervals."

	1905	1912	March 1916	December 1916
Upper stock.....	\$0.60	\$0.735	\$0.92	\$1.21
Sole leather.....	.28	.295	.374	.593
Inner sole.....	.12	.11	.14	.185
Heel.....	.09	.1075	.123	.162
Top lift.....	.04	.0425	.06	.08
Welt.....	.06	.06	.07	.082
Royalty.....	.05	.05	.05	.05
Counter.....	.057	.0625	.075	.087
Lining.....	.044	.0529	.06	.079
Trimming.....	.062	.077	.09	.102
Labor.....	.602	.6144	.65	.71
Findings.....	.173	.2158	.26	.30
Manufacturing expense.....	.201	.2226	.232	.27
	\$2.379	\$2.6452	\$3.104	\$3.91
Increase over 1905.....		11%	30%	64%
Increase over 1912.....			17%	32%
Increase over March, 1916.....				26%

So all indications point to a rapid development during the next few years in the advertising of fibre soles—and with the Good-year company rushing to completion the new \$2,000,000 factory, it is within the bounds of conservatism to say that the future of Neolin is very bright indeed. It is quite possible that the estimate of 100,000 pairs a day by July will soon be realized and passed. All of which goes to prove what can be done if a manufacturer seizes an opportunity when it presents itself, and makes the most out of it. Even if the war does stop—

even if the leather market comes tumbling down—Neolin has been established. And any advertiser will tell you that when a product has once been established half the battle is won.

C. W. Jack Leaves Swift & Company

C. W. Jack, for seven years in the advertising department of Swift & Company, Chicago, has resigned to become Western representative of M. Rusling Wood, New York lithographer. Before joining Swift & Company Mr. Jack was connected with the J. Walter Thompson Company and prior to that was advertising manager of the American Seating Company.

C. A. Pope with "Photoplay"

C. A. Pope, formerly with *Motion Picture Magazine*, is now associated with the New York office of *Photoplay Magazine*.

Huntsman a Trustee of Berri Estate

In accordance with the will of the late William Berri, proprietor of the Brooklyn *Standard Union*, as well as of several trade publications, entire control of all of the estate is given to three trustees, namely, his son, Herbert Berri; George T. Musson, of Brooklyn, and R. F. R. Huntsman, who for the last fifteen years has been advertising manager of the *Standard Union*. These trustees serve without bonds, and are answerable only to themselves.

Mr. Berri served as president of the Standard Union Company, and this office will necessarily be filled within a short time by the election of his successor.



Before you decide that a costlier paper is worth the difference, or a cheaper paper good enough, have your printer show you proofs of your cover design on

Buckeye Covers

Catalogues, Booklets, Announcements, Folders, Broad-sides, Envelope Stuffers, Mailing Envelopes—they cost less, look better and pay better, as a rule, when *Buckeye Covers* are used.

The nearest *Buckeye Cover* dealer will show you "proofs" if you ask him.

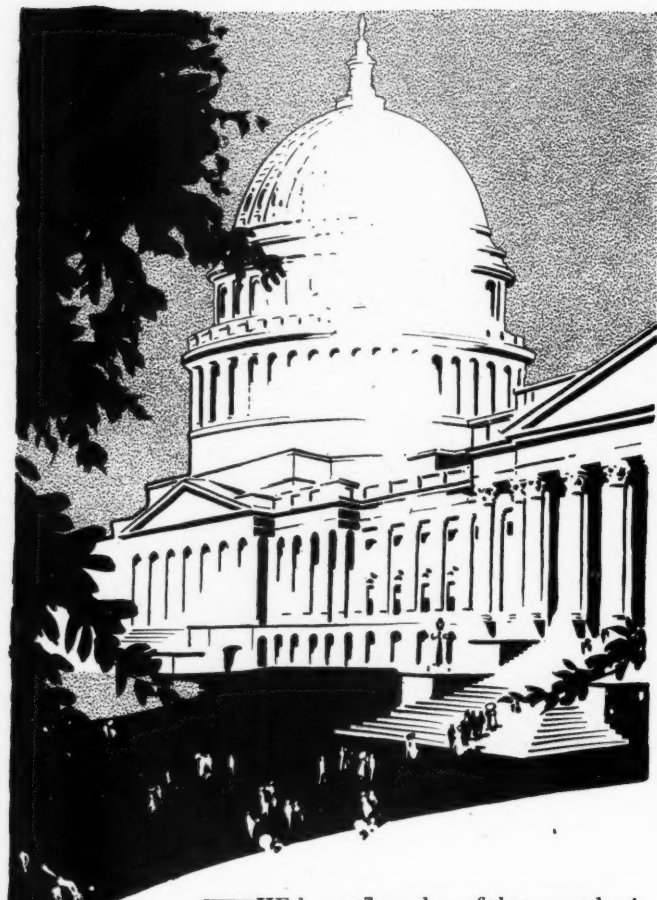
"The Principles and Practice of Direct Advertising" is a 190-page book of Facts, Figures and Suggestions that should be on the desk of every advertiser. Sent free on request.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, Since 1848

Dealers in Principal Cities of United States, Canada and England. Your Printer Knows the Nearest.

Member Paper Makers Advertising Club



THE largest member of that great business stabilizing force, or national "shock absorber," the Federal Reserve Bank system, has just come out with a suggestion to member banks that they advertise their membership, and showing them how. The Federal Reserve Bank of New York has had prepared two series of advertisements embodying a standard symbol, all of which it has recently mailed out to its 625 member institutions with the sug-

THE ETHRIDGE ASSO

NEW YORK OFFICE - - - 25 E. 26th Street
DETROIT - - - - -



gestion that this is a psychological moment to advertise and emphasize the significance of membership in the system. The copy is also available to member banks in the other federal reserve system.—*Printers' Ink, April 12th.*

The Ethridge Association of Artists regard it as a high compliment to their facilities that they were selected to prepare the illustrations for the series of advertisements for the Federal Reserve Bank Campaign.

CIATION OF ARTISTS

CHICAGO OFFICE - - - - - 220 S. State Street
- - - - - 809 Kresge Bldg.

Wise men use Gumption, The Farm Journal's unique publication, to develop more business. The May issue is just out. Read it with an open mind, and profit accordingly.



Unlike any other paper

High Cost of Containers and Its Effect on Advertising

High Price of Tin Making Manufacturers Consider Possible Alternative Material for Packages—Good-Will Investment Affected

WITH the United States Department of Commerce considering an appeal to manufacturers who can possibly do so to make use of containers formed from material other than tin, there bobs up before American advertisers one more packaging problem induced by the war or war conditions. These problems, in some instances, concern themselves not merely with the composition of the containers, but extend as well to other physical characteristics. It may readily be surmised that if the size or form of packages have an advertising value to manufacturers, the situation may have some serious aspects.

As a matter of fact the worries of obtaining adequate supplies of containers at rational prices—a responsibility that gains in weight with every fresh advance in the price of tin, glass, pulp and paper—are not the only angles of the packaging dilemma calculated to cause advertisers worry. Certain advertisers who, confronted with the necessity of raising prices on their goods or cutting the size of the package, chose the latter course, have had their own troubles, because, being of a naturally economical turn of mind, they sought to use the supply of containers on hand, partially filling these receptacles instead of immediately introducing new and smaller containers that could be filled to the brim in accordance with the expectations of the average ultimate consumer.

It is the idea of the Secretary of Commerce that if all manufacturers whose interests would not be seriously jeopardized thereby could shift from tin containers to receptacles of some other material it would help materially to relieve the present demand for tin plate and would insure a more liberal supply of tin cans for the canners and packers of the country. The

scheme is, in short, part of the Government's far-flung project for food conservation. Among the classes of advertisers who the Department of Commerce officials have suggested might revise their packaging policies in order to help out the packers of fish, meats, fruits and vegetables, are the manufacturers of toilet goods. The latter, it has been discovered, use a formidable aggregate of the best grades of tin plate. So far as can be learned, however, none of the advertisers has brought to the attention of the Government just what a strain is being placed upon their patriotism.

TROUBLE AHEAD FOR THE GOVERNMENT

Cigar manufacturers were very frank recently in telling one of Uncle Sam's experts on packaging that it was out of the question for them even to consider any other form of container than they are now using (not that they were asked to), simply because the smoking public would never accept its cigars from a fibre box or cardboard container. If the Government can recognize the sentimental equation in that case there would seem to be no reason why there should not be corresponding Federal cognizance of the fact that when an advertiser has expended thousands of dollars in familiarizing the public with the appearance of a container, as, for example, the cans used for Colgate's Rapid-Shave Powder, or Old Dutch Cleanser, it is a serious matter suddenly to break the acquaintance.

Users of wood packages seem to have had fewer troubles of late than any other class of advertisers who set store by effective packaging as an aid to exploitation and selling. Even these manufacturers have been obliged to share the penalties of high labor costs, etc., but lumber is a class of raw ma-

terial that has shown less price inflation than many others. Inasmuch as boxes are formed, for the most part, from the poorer grades of lumber, there is not the shortage of supply that is complained of by consumers of cans, bottles, etc.

Not a few business houses have been impelled by recent developments to consider changes in the form of their standard packages. This is indicated by the inquiries coming to the National Bureau of Standards. As a result of these requests for help in discovering for this or that interest the suitable form of package that is available for the least money, the Government's big research and experimental institution is now busy with several practical investigations. For example, at the request of the Association of American Portland Cement Manufacturers, the National Lime Manufacturers' Association and the Gypsum Industries Association the Bureau has recently undertaken to make tests and prepare standard specifications for paper bags that can be used in place of the usual cotton bags for shipments of cement, lime and gypsum. If a really satisfactory paper bag is available it will enable manufacturers to effect a comfortable saving over the cotton bag, and it is expected that the new form of package would make a hit with merchants or other distributors inasmuch as it would not be necessary to return the paper bags to the manufacturers as must be done in the case of the cotton bags, unless the consumer is willing to have the unreturned bags charged against him.

SELF SUBSTITUTES FOR TYING DEVICES

The interest that is being shown in tying devices of various kinds and in substitutes for twine is evidence of the unrest on the part of advertisers whose overhead has gone up partly as a result of the vaulting quotations on the cord, etc., used on packages. Confectionery manufacturers and others who have been accustomed to use tinsel cord or narrow silk ribbon have been especially hard hit. The experience of the U. S. Post

Office Department, which has made exhaustive trials of tying devices, is that when twine is low in price, little or nothing is saved by use of substitutes, but with twine at the present price there is, inferentially, a heavy saving in the use of the best of the alternatives.

Some of the new problems of packaging have to do with the ink used in printing labels and wrappers. Owing to the dyestuff situation there has been a tendency to lower, in some instances, the quality of ink, but this is a situation that will doubtless right itself as America makes progress in the color production industry. Extra vigilance has also been necessary of late on the part of the advertiser who desires that first-class paste or mucilage be used for closing packages and affixing labels. Just why inferior mucilage should have come on the market is not readily explainable, but it is understandable that the lack of dextrin made from potato starch, has affected the pastes. For the advertisers who make use of paraffin paper in their packaging and who have been wont to grumble at the cost there may be a measure of satisfaction in the recent development by Government experts of a satisfactory commercial process for the recovery of paraffin from paper scrap.

Substitutes that will answer the purposes required of them will doubtless be found for all of the products that are made temporarily unavailable. But while the readjustment is taking place manufacturers will be apt to protest that the new order of things will never, never do.

Reuter Dahl Paints Recruiting Sign

Henry Reuter Dahl, the marine artist, attracted considerable attention the other day when he acted as a sign-painter for the naval recruiting campaign. High over the heads of the crowd in Times Square, New York, Reuter Dahl painted a spirited picture of a naval battle with a dreadnought in the foreground, smoke pouring from her funnels and flame from her guns. At her masthead floats the Stars and Stripes, and the picture is accompanied by the exhortations "Help Your Country" and "Enlist in the Navy."

Don't Want Their Goods Classed as "Needless" Luxuries

Manufacturers Object to Having Their Products Pushed by War-Time Spirit Into Unjust Classification

THE Executive Committee of the National Association of Piano Merchants will be called upon at its next meeting to take action on a war-time development that, in one form or another, may ultimately confront manufacturers and retailers in some other extensively-advertised lines. The problem that is felt to require action by the piano men is whether they shall allow their line to be pushed, for the period of the war, into the class of luxuries—needless luxuries, to be explicit.

Provocation reached the secretary of the association a few days ago in the form of a full-page advertisement which a dealer in New York State had clipped from his local newspaper. The advertisement, which purported to emanate from a well-known shoe manufacturer, was an appeal for public service and economy in the face of the war crisis. It contained, among other admonitions, the advice, "We can all do without pianos," or words to that effect.

The sale of advertised specialties, more especially those of high price, which have been slowly raised to the dignity of necessities—or conveniences, at least—will in all likelihood be affected by any special tax the Government may levy. In this manner Great Britain discouraged the use of motor cars for pleasure purposes by means of prohibitive taxes upon liquid fuel. It would be an added burden to makers of high-priced commodities—pianos, for instance—if they should have to face a concerted effort to place their products in the class of "luxuries," the purchase of which ought to be postponed until after the war, for patriotic reasons.

Some advertisers are seizing time by the forelock and are advertising to discount the effect of any such attempt that may be

made. The Columbia Graphophone Company has sent to the trade press copy headed "Here Is One Industry That War Cannot Harm." The action of a leading camera manufacturer in announcing a special model for "war service" and particularly for snapshotting from aeroplanes, exemplifies another method for preventing a line of specialties from being crowded off the map.

It is evident that some American advertisers of what may be regarded in some quarters as luxuries have been taking comfort in the knowledge that in Great Britain the war has brought a tremendously increased demand for luxuries, regardless of the higher prices. The Columbia advertisement above referred to takes its text from this in a paragraph beginning, "Going by the experience of the one warring country whose language and customs are most like our own it is a safe and sure prediction that business will not only hold up under stress of war, but it is likely to go ahead."

NOT PARALLEL TO GREAT BRITAIN

Much is to be said, however, in praise of the policy of those manufacturers who are advertising to hold their own under any readjustment of the expenditures of the average citizen. For it may well be questioned whether spending conditions in America from now on can be expected to parallel those which held in England following the outbreak of the war.

From Great Britain came stories of mill girls who made purchases of furs and jewelry, and records of tremendously stimulated sales of chewing gum and cigarettes. The London theatres, too, have reported business as excellent, thereby upholding the tradition that in time of war the public makes exceptional demands for

amusement. But the United Kingdom went direct from a period of normal production, with moderate wages and considerable unemployment into an industrial boom wherein employment was plentiful at a sharply advanced scale. Furthermore, many thousands of women who had previously had no place in the industrial scheme suddenly came into possession of all the privileges of wage earners. In the United States, on the other hand, we attain a war status by relatively slight progression from a period of industrial and commercial prosperity that has already been in progress for two years and the financial benefits of which have already been discounted to some extent. America has already learned the lesson that the British public required months to learn, namely, that in not all cases, unfortunately, do increases in incomes keep step with the increases in the cost of living in war time.

INCREASED ADVERTISING IN SOME CASES

Far from cutting their appropriations, some advertisers have already indicated that they will use more space to convince the consuming public that whatever economies are necessary or desirable, theirs are not the articles that can be dispensed with. The average advertiser has no quarrel with the President in his intimation that this is a time to correct our national habits of wastefulness, but he need not let the public lose sight of the fact that it is food waste that is chiefly inveighed against or that many advertised specialties of American manufacture—watches, fountain pens, safety razors, etc., have a durability and yield a service that renders them an economical buy. Certain advertisers, too, in evidence that their specialties are as highly esteemed in time of war as in time of peace are proclaiming the fact that the goods in question are today in extensive and increasing use in the United States Army and Navy, though such use is one of diversion or

convenience rather than of actual necessity. Current advertisements of the Autopiano illustrate this.

Aside from the fact that the luxuries of yesterday are the necessities of today and that countless thousands will refuse to go back to hand pumps, brooms and tallow candles, war or no war, there is the circumstance that certain consequences of war will tend unmistakably to advance some luxuries into the class of indispensables. Take, for example, the probable consequences of the shortage of labor that is almost certain to result. With the domestic servant problem complicated and the mistress of many a home virtually compelled to do her own housework, when she could afford to pay the salary of a maid, it is a fair guess that there may well be an increased demand for dish-washing machines, fireless cookers, vacuum cleaners, electric irons, automatic hot-water heaters, sewing-machine motors and a dozen and one other labor-savers for use in the home. Nor should the fact be overlooked that many housewives who have within the past year been impelled by the high prices of foodstuffs to rearrange their domestic organizations, perhaps dispensing with or curtailing the amount of kitchen help, are just now discovering that they can afford to purchase, out of their new-found savings, some of the improvements in household equipment long coveted but heretofore regarded as extravagances. Furthermore, some advertisers—say advertisers of electrical specialties, aluminum cooking utensils, etc.—are destined to find that many women are willing to purchase for their own use, articles which, by reason of the price they will not purchase for the use of a servant.

These are but a few hints of the methods open to resourceful advertisers who are determined not only to maintain sales but even to increase them in the period just ahead of them. Conservation need not mean the hoarding of financial resources, by a long shot.

Just ONE Example in ONE Industry

Some of the Largest Producers of Motor Cars Whose Electrical Engineers Read Electrical World

* Ford Motor Company,
Detroit, Mich.,
Manufactured in 1916 a total
of 533,921 cars.

Willys-Overland Company,
Toledo, Ohio,
Manufactured in 1916 a
total of 151,067 cars.

The Studebaker Corporation,
Detroit, Mich.,
Manufactured in 1916 a total
of 65,885 cars.

Chevrolet Motor Car Co.,
Detroit, Mich.,
Manufactured in 1916 a total
of 69,683 cars.

Dodge Brothers Motor Co.,
Detroit, Mich.,
Manufactured in 1916 ap-
proximately 62,000 cars.

And in Addition

Packard Motor Car Company,
Detroit, Mich.

Cadillac Motor Car Company,
Detroit, Mich.

Winton Motor Car Company,
Cleveland, Ohio.

Peerless Motor Car Company,
Cleveland, Ohio.

* Henry Ford personally (as well
as several Ford Company Engi-
neers) is a subscriber.

of the buying power and reader inter-
est available for the advertiser in the
engineering circulation of

McGraw-Hill Publications

Seven manufacturers build two-
thirds of all the motor cars made in
America.

The Electrical Engineers in five of
these seven factories are subscribers to
Electrical World. More, they are care-
ful readers of Electrical World, as is
evidenced by the fact that within the
month a visitor to the two largest fac-
tories observed copies of this magazine
on the Engineers' desks.

It has been estimated that these two
Engineers specify annually, and are the
final judges in the buying of \$33,442,-
200 worth of electrical equipment—al-
most \$3,000,000 worth each month.

There are 131 of these Engineers in
pleasure car plants of any considerable
output, each one of whom is a leader
in a giant industry and each a reader
of Electrical World.

For Electrical World serves the *lead-
ers* of the electrical industry, no matter
where or with whom engaged. Electri-
cal men in the automobile plants, in
the steam railways, in the steel works,
in the textile mills—wherever there is
employed a first class Electrical or
Operating engineer, there will be found
a studious reader of Electrical World.

In our recent advertisements we have indicated the important part
which engineers and engineering play in the business activities of the
country.

The specific facts presented on this page show how thoroughly
McGraw-Hill Publications reach and interest the engineer.

Data equivalent to those presented here for the Electrical World
will be gladly presented for any McGraw-Hill Publication to any inter-
ested advertiser.

The facts regarding any or all of our media are yours for the asking.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Electrical World

Electric Railway Journal

Engineering and Mining Journal

Coal Age

American Machinist

The Contractor

Engineering News-Record

Electrical Merchandising

Metallurgical and Chemical Engineering

Members of Audit Bureau of Circulations



STORIES OF MAIL ORDER

From \$3,500 and a Plant to \$60,000 Net Profit

One of the first mail order accounts placed in our care was that of the manufacturer of an automobile accessory. He had been in business but a few months and his advertising had not paid. Dissatisfied with results, he came to us. We advised a change in his sales plan and appeal, which necessitated a new follow-up.

Results came quickly. Our copy produced inquiries for 63 per cent. less than the former cost and the follow-up closed one in five on an article selling for from \$25 to \$40.

Eighteen months later the president of the company stated that the net profit for the fiscal year just ended had been \$60,000.

This is not large as profits sometimes go, but when one considers that it was accomplished with only \$3,500 to start with, and without putting in any additional capital, it may be regarded as an achievement well worth noting.

While some of our mail order clients came to us after they had grown large, and have grown even larger as a result of the associa-

IL ORDER SUCCESSES

tion, it is interesting to note that many of the biggest successes with which we are connected have grown from comparative shoe strings—in several instances to the largest in their fields.

And in these cases all the follow-up, the catalog, and even the collection letters have been prepared by us in addition to the periodical copy. We recognize that inquiries are worth nothing if they can't be sold and the money collected.

"The Cost Per Sale" gives an adequate idea of the scope of our service and explains how we work. In addition it cites numerous instances of what we have accomplished in cooperation with our clients.

RUTHRAUFF & RYAN Inc.
404 FOURTH AVE., NEW YORK

IF YOU SELL THROUGH DEALERS

Publicity advertisers in certain lines are awakening to a realization of the vastly increased effectiveness of advertising planned, written and placed as a result of experience gained in watching the keyed returns from various appeals and mediums used by high-grade mail order advertisers. For the buying motive is the same whether goods are purchased direct or through dealers. Millions of dollars are still being spent on copy and appeals that aren't 50% efficient as judged by mail order standards.



The Northcliffe Cables

—A NEW YORK TRIBUNE SCOOP

ON April 12th Premier Lloyd George urged America to study England's war blunders. "Our experience is worth a good deal," said he, laconically. The first of Lord Northcliffe's five detailed warning cables appeared exclusively in *The Tribune* three days later; a news beat which many of our readers wrote us they consider a genuine public service.

The dynamic English publisher who fearlessly exposed through his influen-

tial newspapers the mistakes that were costing thousands of British lives told in his cables to *The Tribune* facts that the Balfour party brought with them to Washington ten days later.

The interest of a newspaper reader is in proportion to the size of the man who writes or interprets the news. *The Tribune* can speak of "responsive circulation" because of its Frank H. Simonds, Samuel Hopkins Adams and Lord Northcliffe no less than because of its Money Back Guarantee.

A Letterhead Request

with a two cent stamp for postage will bring a reprint of the five Northcliffe articles in handsome booklet form. To others the price is 15 cents. Ask for the Northcliffe Booklet, addressing the Service Department, New York Tribune, 154 Nassau St., New York.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements



How Kodak Draws Out Valuable Suggestions from Employees

A Chart Tells an Interesting Story

By H. E. Akerly

Of the Eastman Kodak Co., Rochester, N. Y.

SOME little time ago there appeared in **PRINTERS' INK** an editorial under the caption "Advertising to Remedy Labor Troubles," in which there was outlined the policy of publicity recently adopted by the Colorado Fuel and Iron Company, and which referred particularly to the purpose for which a house-organ was to be published by the company.

That editorial has led me to wonder whether or not many companies are aware of the value of publicity in influencing or guiding the thought of their employees. Some executives must have realized the possibilities in at least a sub-conscious way, for there is hardly a corporation of any prominence which has not at one time or another given some time and effort to publishing a bulletin "for the benefit of the employees" as the editorial mast head usually states.

The exceedingly high mortality among these periodicals can be readily realized by the verdant editor who starts to build up an exchange list in a moment by merely writing to a list of such magazines which were published but a few months before. A large percentage of the replies, signed by officers of the companies addressed, are to the effect that "owing to the pressure of business we were forced to discontinue for a time the publication of our employees' magazine."

There is usually but one reason for discontinuance, and that is the belief by the company that the cost cannot be justified by the results obtained. It is very possible that some of the magazines may have unfortunately secured unlooked for results, for, as pointed out in the **PRINTERS' INK** editorial mentioned previously, much de-

pends of course upon the skill with which the work is handled in order that a company may attain success in making "its policies and ideals understood by those to whom the message is addressed." Many such a publication goes by the board very probably because those in immediate charge of its publication are unable to produce visible results in increased efficiency or good will on the part of the employees among whom it is circulated. It is unfortunate that good will is generally so intangible and that relative efficiency is frequently so difficult to measure, particularly where large numbers are employed on weekly wages. One cannot help feeling, however, that in case an active and thorough search is made some data can be found by which to judge the success or failure of a publication.

A few months ago the question arose as to the advisability of extending somewhat the sphere of the "Kodak Park Bulletin," the publication of the Kodak Park Works of the Eastman Kodak Company. For nineteen years the Bulletin has been printed in many forms and with varying regularity. In time its publication became somewhat more frequent and its size grew to eight pages.

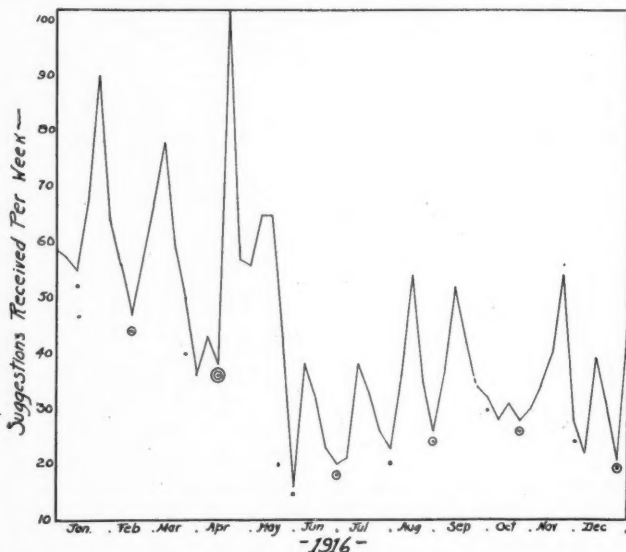
About four years ago it seemed worth while to develop the Bulletin as a means of bringing the employees into closer touch with the purposes of the company. It was also planned to have the publication somewhat inspirational and educational in character in order to secure if possible greater efficiency and co-operation among the workers. As Kodak Park has had an employees' Suggestion System in successful operation for nearly twenty years, one of the principal functions of the Bulletin

was to serve as an advertising medium to encourage participation on the part of employees in handing in suggestions.

During the four years which followed the enlargement of its scope, the Kodak Park Bulletin grew into a monthly magazine of twenty-four pages. At the same time the Suggestion System for employees, which in 1911 had produced but thirty-eight adopted suggestions, had grown to 206 adopted suggestions in 1912, to 832 in 1913, and finally to 997 in

value the Bulletin actually was, it became necessary to find some way of measuring the returns from the amount expended in getting it out.

At the time a number of charts were available, such as graphs showing labor turnover, growth of the employees' athletic association, the development of the Suggestion System, and the reduction in accidents. The charts showing the characteristics of the Suggestion System seemed to have in them the necessary data for



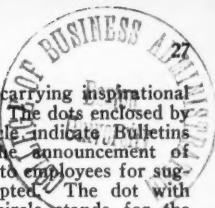
GRAPH SHOWING THE INFLUENCE OF PRINTED ANNOUNCEMENTS OF SUGGESTION AWARDS

1916. There existed in no one's mind, however, the idea that there lay any direct connection between the Bulletin and the development of the Suggestion System, which in Kodak Park is a fairly accurate index of the amount of thought that employees are devoting to their work and is therefore a criterion by which their relative efficiency may be judged.

So, when with the rising costs of stock and printing the question came up of ascertaining of what

justifying the publication of the Bulletin.

It should be realized in this connection that the Kodak Park Suggestion System pays many thousand dollars each year to employees for suggestions, the awards having reached as high as \$1,100 for a single idea. The savings resulting from the adoption of these suggestions not only justify the awards, but also the expenditure of several thousand dollars addition¹ each year in



handling the suggestions. Any considerable influence on the Suggestion System which could be directly traced to the Bulletin would, therefore, be a good reason for continuing it even at an increased expenditure. If there could be found such a close connection between the publication of the Bulletin and the development of the Suggestion System, it could be fairly assumed to have an influence on other employees' activities, and of greater importance, an influence upon their work.

The chart shown on the opposite page was finally evolved. It should prove of interest to any student of the pulling power of advertising for it discloses the clearly-defined connection between the publication of the Bulletin and the number of suggestions handed in by employees. On the chart the curve was plotted from the number of suggestions received per week. The date of issue of the Bulletin is indicated by the dots. The black dots show the date of issue

of Bulletins carrying inspirational matter only. The dots enclosed by a single circle indicate Bulletins containing the announcement of cash awards to employees for suggestions adopted. The dot with the double circle stands for the Bulletin containing the list of annual awards for suggestions which have proved exceptionally successful when tried out for a considerable period, and among which are prizes of \$500 and \$1,000. It would seem, judging by the resulting activity following the publication of this list of prizes, as if money spoke louder than words to the average employee.

The working up of this chart not only resulted in the continued publication of the Bulletin, but it also led to the decision to publish the suggestion awards monthly instead of bi-monthly. This should furnish data for an interesting chart for the year 1917 for comparison with the one published, which, it might be mentioned, is in the original somewhat more complex than the one here reproduced.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Things Advertising Can Do in War-Time

Educational Service It Performed in England and It Can Perform Here

By Pomeroy Burton

Manager, *Daily Mail*, London, Eng.

THE advertisers have it in their power greatly to increase the efficiency of this country for war.

When England made the colossal error, through a close censorship, of keeping the public uninformed and misinformed during the first stages of the war, it paved the way for the greatest test ever put upon advertising. That test was accentuated when Parliament added to the censorship blunder the equally fatuous muddle of voluntary service. Mingled with these championship-class errors of governmental judgment was the popular and insidious "Short War" fallacy. These three joined hands and danced merrily along together during the early days of the war.

After a time the "Short War" fallacy fell off its perch, the temperature of the voluntary system dropped to a dangerous sub-normal, and the censorship became about as popular as a dog with the mange. Then the authorities woke up and wanted a lot of things all at once:

They wanted men. They wanted money. They wanted economy. They wanted all sorts of things to get ready for a long war. So they began advertising.

My friend, Sir Hedley Le Bas, of the Caxton Publishing Company, was called in, and he set a pace in advertising that had probably never been even attempted before, much less accomplished.

He advertised in the newspapers and the periodicals, on the billboards, trees and fences, in the parks, and all over the government buildings; he draped the public monuments with mottoes written in letters thirty feet high—mottoes that must have made the late-lamented subjects of the

aforesaid public monuments turn over several times in their graves; he commandeered, he cajoled and otherwise he won and subdued every human and inhuman agency extant that was capable of carrying a sandwich-board or of bearing a legend, and he filled them up and plastered them over and wound them about with red, white and blue ink—pictures, posters, streamers; injunctions, appeals, warnings; humor, pathos, and exclamation points by the thousand—all these he fairly rained down upon the overcensored population of the cities, towns and villages in every nook and cranny of Great Britain.

It was a great and a wonderful advertising campaign. He got the men, and he got the money by millions and millions of pounds, but most important of all, he made the people realize what they were up against. He roused them from the stupor of the close censorship anæsthetic, and from that moment England was transformed. In advertising the nation's needs he reached the people's hearts and gave them understanding.

ENGLAND'S EXAMPLE MAY WELL BE FOLLOWED

Surely, in the present situation, this country should profit by England's experience. The advertisers now have it in their power to create an immense amount of patriotic sentiment. John Wanamaker has made a good start in this direction with his admirable "Little Journeys to Patriotism."

Put patriotic injunctions and war reminders, on the wrappers, the boxes, the cardboard cases and all the rest of the side lines which reach the public—this, in addition to the main channels of newspaper advertising. Nearly every phase of war preparation will require your help if these preparations are

Portion of address, Apr. 25, before New York Convention of A. N. P. A.

Biggest in 49 Years

*Despite the ex-
clusion of the
whole mail order
classification*

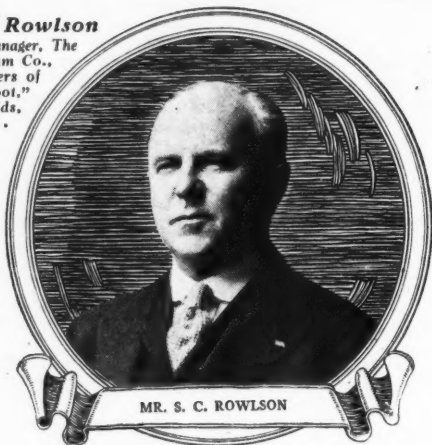
The Delineator

*carries more
advertising this
June than any
June issue in its
entire forty-nine
years' history.*



Mr. S. C. Rowlson

Advertising Manager, The
O. & W. Thum Co.,
manufacturers of
"Tanglefoot,"
Grand Rapids,
Michigan.



Uses 100% Big Circulation in Small Town Field

Modern Merchandisers of household necessities and luxuries which really dominate, use **HOME LIFE** continuously, as Mr. Rowlson does for **Tanglefoot**, to keep their product before over 1,000,000 Small Town and Rural Families every month.

Mr. Rowlson knows that he is getting 100% value in this big circulation, without a single home "wasted." Thus he keeps his distribution the broadest in the most fertile field.

HOME LIFE

Investigate thoroughly on results and complete data.

Write, wire or ask your Advertising Agent to make reservations on **Off-Set Covers** for 1918.

NELSON AGARD, Publisher

GEO. F. HARTFORD, Vice-Pres. and Adv. Director

"The Favorite Small Town and Rural Home Magazine"

Member A. B. C.

PUBLICATION OFFICE AND PLANT
J. E. FORD, Western Adv. Manager
141 W. Ohio St., Chicago, Ill.
Tel. Superior 3280

EASTERN OFFICE IN CHARGE
A. J. WELLS, Eastern Adv. Mgr.
1182 Broadway, New York, N. Y.
Tel. Madison Sq. 7551

1,000,000 Monthly Guaranteed—\$3.50 per Line

to succeed on a scale commensurate with the country's responsibilities.

But I consider that in one respect a false start has been made. I am not one of those who believe that a publisher should give away his advertising space. It is not, in my judgment, the correct principle. It is precisely like asking a baker to give away his bread, or a butcher to give away his meat. Some bakers and some butchers, blessed by great prosperity, could well afford it, but many others, pressed into line by charges of faint-hearted patriotism, would be ruined by any such general movement. In these days of increasingly expensive white paper, dear labor, and excessive cost of all raw materials, newspaper advertising space is stock in trade, and many publications are not at all in a position to follow the lead of those proprietors who have seen fit to offer free space for government advertising. The principle seems to me to be wrong, and its application on a broad scale will, I fear, lead to much controversy, and must inflict a great deal of hardship as well.

You will have many opportunities for the launching of advertising campaigns for war purposes. Here are a few of them:

First, **WAR LOANS**—You must reach the people every time, or the war loan fails.

NATIONAL ECONOMY—Avoidance of waste, economy in food, clothing, motoring and useless luxuries. Don't be afraid of losing your luxury-advertisers, for if this war lasts they will all be obliged to divert their forces into more useful channels. In a great world-war where the very existence of democracies like this is threatened, there is no room for either wanton extravagance or wasted force. Efforts, materials and time devoted to the production and distribution of sheer luxuries which are no essential part of the life of a country seriously engaged in war, will, under any proper scheme of mobilization of the country's forces, be promptly turned to account; and so only the short-sighted publisher will fear

to enter upon a vigorous campaign for national economy at this time.

Then there should be a campaign to make the people understand the gravity of the food situation and to teach them how to help meet it—to teach civilians who know nothing of growing how to become food-producers.

There might easily, too, be a big advertising campaign dealing with women's usefulness in war time—what they can do now, what they can learn to do later, and where they shall go to learn; what women are now doing in the war countries, and how they became proficient. In the same way how men over military age or otherwise ineligible for active service can be fitted for useful war work.

In these and many other ways the great forces of systematic advertising can be utilized to supplement news publicity, and so vastly increase the efficiency of this country for war.

Associated Press Annual Meeting

The Associated Press annual meeting held at the Waldorf-Astoria, New York, last week, was the largest ever held by that organization. This may have been due to the large increase in membership, which now numbers 1,011 daily newspapers. In addition to the reception of the annual reports of the officers, the association passed with much enthusiasm a resolution pledging its hearty support to the officers of the Government in their prosecution of the war.

At the luncheon, which was attended by 350 members and guests, patriotic addresses were delivered by Joseph H. Choate, formerly Ambassador to the Court of St. James, and ex-Judge Peter S. Grosscup.

The reports of officers showed that the total leased-wire system of the A. P. is approximately, day wires, 22,000 miles; night wires, 28,000. The revenues amount to more than \$3,250,000 a year. The average number of words daily received and transmitted is over 60,000. At the annual election the following were re-elected members of the board of directors: Frank B. Noyes, *Washington Star*; W. L. McLean, *Philadelphia Bulletin*; Adolph S. Ochs, *New York Times*, and A. C. Weiss, *Duluth Herald*, and John R. Rathon, *Providence Journal*, was elected. The board of directors met on Wednesday and re-elected Frank B. Noyes president and Melville E. Stone secretary and general manager, Frederick Roy Martin, assistant secretary, and J. R. Youatt, treasurer.

Would Compel "Made in U. S. A." Labels

A bill has been introduced in the House of Representatives providing that an imprint "Made in U. S. A." shall be placed on all articles manufactured in the United States and designed for sale in interstate commerce, and also providing that no manufactured articles or goods shall be admitted to the United States from any foreign country unless bearing an imprint stating the name of the country in which it was manufactured.

The proposed measure sets July 4, 1917, as the date after which all goods must be marked with the name of the country of origin. The imprint, it is stipulated, must be in type not less than six-point in size. Imported goods not bearing the imprint would be refused entry and returned to the consignor at his own expense.

Any person or corporation who, after July 4, should sell or dispose of any article manufactured in the United States which had become the subject of interstate commerce and which did not bear the imprint "Made in U. S. A.," would be liable to a penalty of \$100 for each article sold in contravention to the proposed law.

San Francisco Auto Caravan to St. Louis

It is expected that twenty automobiles will leave San Francisco on May 20, conveying members of the Advertising Club of that city to the A. A. C. of W. Convention. Besides these, there will be a motor truck of one and one-half tons burden to carry the baggage.

The route is approximately 2,500 miles in length and is to be covered in fourteen days. The governors of the various States have been invited to escort the caravan across the confines of their respective commonwealths.

New Officers of Poster Advertising Company

A new distribution of offices has taken place in the Poster Advertising Company, New York, since the death of Mr. Link, the former president. The present incumbents are: Kerwin H. Fulton, president; Donald G. Ross, treasurer; S. J. Hamilton, vice-president and secretary; A. M. Briggs, M. F. Reddington and C. P. Norcross, vice-presidents.

Patriotic Rally of Poor Richard Club

The Poor Richard Club, of Philadelphia, held a patriotic rally on April 24, which was addressed by the Rev. Madison C. Peters, of New York, on the subject, "Shall America Remain American?" The hall was thronged with advertising men and their friends of the Walnut Street Business Association and the Rotary Club.

Liquor Trade Advertises to Combat Prohibition

The National Association of Distillers and Wholesale Dealers, of Cincinnati, recently ran copy approximating a quarter of a page in over 100 newspapers as a measure of defense against the proposal that traffic in liquor be prohibited for the period of the war. Negotiations for the space used were handled by telegraph, in order that the advertisements might be inserted without delay.

An interesting and unique development, growing out of the purpose of the advertising, was the obstacle encountered in "dry" States in the shape of stringent legislation, incorporated in prohibition acts, forbidding any form of liquor advertising. In dealing with papers in these States it was pointed out that the copy could not be considered as liquor advertising, but that it was purely of a general educational nature. Some journals took this view, and ran the copy, while others, in the same States, felt that the law might be construed to prohibit such advertising, and refused to take the chance.

Newspaper Department, A. A. C. of W., Meets

A meeting of the newspaper department of the A. A. C. of W. was held in New York last week, at which the programme for the departmental meeting at the St. Louis Convention was tentatively outlined. Two main topics will be dealt with this year, the first of which, "How Newspaper Advertising Reduces the Cost of Living," is in line with the main theme of the convention. The newspaper men will also take up "The Elimination of Free Publicity." The discussion of the latter question will be under the guidance of F. Newbold, of the Washington Star.

Join Chicago Agency

Kenneth C. Cloud, advertising manager of the Advance Automobile Accessories Corporation, Chicago, has become associated with the Charles H. Touzalin Agency, of the same city. He was formerly connected with *Photoplay Magazine*.

Other recent additions to the Touzalin staff are J. D. Grant, formerly in the advertising department of the Thomas B. Jeffery Company, and H. P. Stone, who has been advertising manager of the Marquette Cement Company.

"Printers' Ink" Opens Detroit Office

Kirk Taylor, formerly with the White Star Refining Company, Detroit, has been appointed Detroit manager of **PRINTERS' INK**.

Wm. R. Langfeld has been appointed representative of *Good Furniture*, Grand Rapids, Mich., in Philadelphia and vicinity.



Why People Prefer the New York American

ON THURSDAY, April 19th, the people of New York held a "Wake Up America Day."

MEN, women, boys and girls, Fifth Avenue and Avenue A—every color, nationality, creed and sect—all turned out that afternoon and did their bit in support of an idea!

50,000 MARCHED in a parade, ten times as many crowded the sidewalks. There were bands and banners, aeroplanes and orations.

ALL THROUGH the holiday gaiety, however, ran a tremendous undercurrent of sober earnestness.

NEW YORKERS GENERALLY are apt to be busy with their own affairs and rather shame-faced about openly expressing their emotions. It takes a war or other great emergency to bring hundreds of thousands of them shoulder to shoulder in any such public outburst of enthusiasm.

But—

But—

—smoldering in a vast majority of even the most peaceful Americans is a great love for a good fight; a desire for action; a resentment of injustice; a distaste for hypocrisy; a willingness to do one's part toward making conditions better for others not so fortunate.

EXCEPT IN rarer moments, like the "Wake Up America Day," this National characteristic seldom gets any great popular outward expression. But there is always enough of it latent to insure active sympathy, and, in time, active support for any man or publication with imagination to see big and courage to fight hard—and keep on fighting!

That is why people prefer
the New York American

NOT EVERYONE, of course, does prefer the American. Not everyone, by any means, knows the American! But the New York American has today a good many thousand more readers than any other New York morning newspaper, and, what is more important, has gained during the past year as many new readers as eleven other newspapers put together—which, excepting the Evening Journal means *all* the New York papers, *both* morning and evening!

AND, AS MORE people come to know the New York American better, its circulation and influence will continue to increase. For there has been nothing new and sensational about its building up.

FOR TWENTY YEARS it has steadily been attracting the support of the younger and more progressive element in the community.

AND NOW, when Russia becomes a Republic over night and Congress meets in special session to rush through the very measures the New York American has been suggesting, begging, demanding, for years, even the vast army of slow moving conservatives is beginning to find in the American's columns much that is congenial.

IT IS INTERESTING to turn back through the files of the American and notice how definitely the logic of events has sustained its pioneer advocacies.

For Example:

BIG NAVY
PREPAREDNESS
FREEING OF CUBA
DIGGING PANAMA CANAL
ANNEXATION OF HAWAII
PROGRESSIVE INCOME TAX
RETENTION OF PHILIPPINES
PUBLIC SERVICE COMMISSION
NAVAL BASES IN WEST INDIES
FORTIFYING OF PANAMA CANAL
UNIVERSAL MILITARY TRAINING
U. S. SENATORS BY POPULAR VOTE
SUPERVISION OF RAILROAD RATES
DISSOLUTION OF CRIMINAL TRUSTS
BIGGER WEST POINT AND ANNAPOLIS

ANYONE can easily check up this list for himself—and, probably find therein at least one suggestion long since accepted as a recognized institution, for which he himself once sincerely damned the American as radical.

MAY IT NOT BE then, that the great swing to the New York American during the past year is due to causes far deeper than any mere personal preference? When 100,000 new readers in a single year—without any special advertisement or solicitation—change over to a single newspaper, isn't it highly probable that this newspaper more accurately than any other represents the true trend of popular feeling?

THE NEW YORK AMERICAN, big as it is, doesn't pretend to dominate the entire New York newspaper field. It doesn't aim to please everybody—it doesn't even wish to. It has its own distinct group of readers; the leaders in thought for tomorrow and in action today.

THERE IS VIRILITY and responsiveness about the circulation of the New York American that belongs to no other New York newspaper.

PEOPLE who are old, settled down in thought and habit, reluctant even to consider new ways of going at things find the American somewhat too active for comfort. People fresh in age and spirit, looking forward, eager to go ahead, anxious to do and to have; able to make money and willing to spend it—375,000 and more of these are loyal and enthusiastic adherents of the New York American.

Which class do you prefer for *your* advertising?

Columbus Circle
May 3, 1917

HOWARD DAVIS
Director of Advertising



The Government's Levy on Magazines for Free Advertising

At Conference of Editors of Women's Magazines Assistant Secretary of Agriculture Tells What He Wants

Special Washington Correspondence

"SHALL the advertiser be let go hang?"

This question developed, all of a sudden, as the big issue of a lively conference of the editors of women's publications and household magazines which met in Washington Monday, April 30, at the call of the Secretary of Agriculture.

Advertising, as a topic for consideration, wasn't mentioned at all in the telegrams of invitation that the head of the Department of Agriculture sent to fifty leading editors and it had no place in the skeleton programme prepared beforehand but it loomed up, early in the sitting, as the one supposed or possible obstacle that might prevent the periodicals of national circulation from giving the Government all the co-operation it wants in the war crisis.

Plainly, the numerous representation of magazine editors that crowded the conference room at the United States National Museum was a bit taken aback by the sweeping nature of the Government's request for co-operation voiced at the opening of the meeting by Assistant Secretary Carl Vrooman, who presided. The particular feature of Assistant Secretary Vrooman's "call for service" that somewhat flabbergasted a considerable share of the assembled editors was his request on behalf of the Government that each publication represented agree to print, exactly as furnished, a monthly statement of policy that the Department of Agriculture proposes to issue on the big needs of the war period.

It required a deal of explanation by Mr. Vrooman, in answer to questions fired at him from all parts of the room, to reassure the editors that the Department's plea for the printing of its copy without dotting an "i" or dropping

a comma was not so sweeping a demand as it appeared at first blush. Finally it became clear that the Department is not attempting to dictate as to special articles, or anything of that sort, and is not trying to force down the throats of editors any of the press matter prepared by the Department's Bureau of Information, but is merely asking the printing, without alteration or embellishment, of the big message of the month.

The "statement of policy" for which the Government is seeking space in every household periodical in the country is, it was further emphasized, a new phase of Governmental publicity—something different and apart from and more vital than the usual run of publicity matter that goes out from the Department's press bureau. The plan, as outlined to the editors, is to make these proclamations to the country brief—not more than 1,500 words and probably not more than 1,000 words each—and to ask for space for such special unedited copy only when war emergencies demand it; when, in other words, the whole country must be aroused to a need or a menace and when it is felt that the voice of the Government, speaking authoritatively, would have more weight and influence than the appeal of any writer or editor, however gifted.

So much for the aim and object that induced the Government to establish a precedent by summoning the editors of one vast section of the periodical press to a unique open forum. No sooner was the plan laid bare than editors, accepting Assistant Secretary Vrooman's invitation to speak their minds, began to raise questions—the conflict of publication dates, the necessity of having copy three months in advance, etc., etc. The question of limita-

tions and obstacles had not been pursued very far at the meeting before the trail of the advertiser was struck.

Robert Mackay, editor of the *People's Home Journal*, opened the subject when he inquired whether the Government was endeavoring to bring about conservation of food, the substitution of one form of diet for another, etc., etc., without regard for the fate of established industries. He made it clear that all editors felt bound to show a certain regard for the interests of advertisers and called attention to the fact that in many magazines one-third of the volume of advertising consists of announcements of foodstuffs—prepared food of a very high order. He presented various phases of the subject, mentioning, incidentally, the attitude of the Pillsbury Flour Mills Company, and urged that the Department, as one of the best means of thwarting food speculators, try to persuade all food advertisers to insert in their advertisements mention of the prices at which the public should be able to buy their goods.

With this the fat was in the fire and that the debate waxed rather warm may be surmised from the comment of Assistant Secretary Vrooman, who in answer to one editor said: "There is something that you owe your country at the present time that is above advertising." Miss Leonarda Goss, editor of the *Farmer's Wife*, concurred with the idea of the presiding officer and held that in a crisis such as the present a magazine editor has a duty to her subscribers that must be placed above her duty to the advertisers.

The most militant note of the whole discussion, in so far as advertising is concerned, was struck by Mrs. William B. Meloney, editor of the *Woman's Magazine*, who announced that she appeared for the Butterick Trio. Mrs. Meloney opened her defi with the declaration that the "greatest waste of the day" is the purchase of goods in small cartons, such as those put out by the Beech-

Nut Company and others. She referred to a pamphlet on the subject of how to live on one dollar a day, issued some time ago by Cornell University, and intimated that the combined weight of influence of all food advertisers had been brought to bear against the circulation of the doctrine of this publication which she plainly regarded as valuable. Without particularizing as to any specific charge against advertisers Mrs. Meloney said significantly: "If all the magazines stood together and said 'let the advertisers come in or stay out,' our business would not suffer"; and she wound up with, "This may be heresy but it is good Americanism."

Mr. Mackay was quickly to the defense of the advertising interests, pointing out that many products such as peas are obtainable more cheaply and of better quality in cans than in any other form. He also brought it out as an important factor that the advertisers of canned foods are among the biggest buyers of produce from the farmers.

PLAN TOO FAR-REACHING

George E. Cook, of *Mother's Magazine*, took the view that although it is doubtless wise to urge conservation of food it is a question whether it is the part of wisdom to encourage the curtailment of all spending. His idea was that the leaders of the country will make much trouble for themselves if they attempt the conservation of all expenditures. Pointing out that magazine readers are the most intelligent and most prosperous class in the community the representative of the David C. Cook Publishing Company remarked that "magazine readers will be the last five millions to starve" and asked "If we tell our people to buy only the cheapest food who is going to eat the more expensive foods?" This drew an emphatic reply from Assistant Secretary Vrooman that this "is not a paternalistic government," and that it was not the intention of the Department to do any muck-raking.

Dr. Wiley, appearing as one of the representatives of *Good Housekeeping*, remarked, "Everything is coming my way." He was glad that the war is at last driving the country to that simplicity and economy of food which he has long advocated. Dr. Wiley got several laughs, notably when he counseled his fellow editors to turn for good copy to his department in the file of *Good Housekeeping* for the last three years and again when he rejoiced that he had lived to see the day when he could "get up in Minneapolis and say that whole wheat flour is the most nourishing without being mobbed."

Assistant Secretary Vrooman in his opening address and in answer to various questions explained that the editorial conference had been called hastily because the Government felt the need for haste. Declaring that "none of us realize the real food situation of the world as we will realize it six months from now," the Assistant Secretary did not minimize the gravity of the present situation. He asserted that we "are facing the most appalling possibility of a world famine" and intimated that in all probability the entire country will be on a system of food rations within six months.

Taking up a topic of interest to advertisers Mr. Vrooman said, with reference to price regulation by the Government: "There is an immense amount of loose thinking in this country. In the interest of consumers there couldn't be anything worse than maximum prices. What we intend to ask Congress to do is to establish minimum prices. By guaranteeing minimum prices we will stimulate production. Germany, at the beginning of the war, took the opposite policy with the result that potatoes fell to so low a price that the farmers fed them to the hogs and when the Government called for the potatoes it knew had been produced the anticipated surplus was lacking."

A suggestion by Miss Sarah Field Splint, editor of *Today's*

Housewife, for a sort of advisory board of editors to work with the Department did not win the same measure of approval that co-operation has been given in other Governmental quarters. It was the idea of Miss Splint that solicitude for the interests of advertisers, which was obviously worrying a number of the editors, might be the better exercised if there were appointed a board of three editors who would come to Washington once a month and go over with the Department heads the pending bulletins or statements with a view to censoring references that might seem to work an injustice to the legitimate business of reputable advertisers.

Departmental authority, however, as represented in the person of Mr. Vrooman, would have none of this censorship scheme. It was pointed out that the Department would like to have every editor constitute a committee of one and make suggestions and criticisms to the Department at any time. Furthermore, if any editor disagreed with Governmental policy as outlined in the inviolate monthly statement he was at liberty to take issue with the Department in his editorial columns. But the Department attitude with respect to its new broadsides will be, as Mr. Vrooman indicated: "We can't let you censor—you take it or leave it, no matter what your advertisers may say."

WILL TAKE ADVERTISING SPACE FOR DESIRED MATTER

Representatives of publishing houses that have agreed to donate advertising space for the use of the Government in the war crisis inquired as to whether, in their cases, these supremely important monthly statements of policy were preferably to appear as reading matter or in the display space. Mr. Vrooman replied, "We won't object to having it put out as advertising." By and large, it is the conviction of the officials that their special messages—there may be several each month in order to take care

of the magazines with varying dates of publication—will be so vital that they cannot bear thought of editorial tampering. Assistant Secretary Vrooman indicated the Departmental confidence when he said, "I miss my guess if people won't read these statements before they read your most fascinating articles."

The matter of giving the Government assurance on the part of the editorial body present that its proposals would be acceded to hung fire until Dr. Wiley, remarking, "If the Department goes wrong let us set them right—privately," made a rather stirring appeal for ungrudging co-operation resulting in a pledge, by rising vote, that appeared to be almost unanimous. As a parting reassurance to the friends of the advertisers G. W. Wharton, chief of the Bureau of Information, who replaced Assistant Secretary Vrooman as presiding officer during the last half hour of the conference, took occasion to promise that the Department would make no ill-considered or hasty statements and that if a single industry were affected its interests would be given the most careful consideration and no step of possible detriment taken unless it appeared to be absolutely necessary for the furtherance of the war policies of the nation.

Among those present in addition to the editors already mentioned were: C. Houston Goudiss, of the *Forecast Magazine*; Miss Martha C. Sanford, of the *Woman's Home Companion*; Mrs. Claire Wallace Flynn, of the *Ladies' World*; Lester F. Scott, of *Wohelo*, the Camp-Fire Girls' magazine; Hiram M. Greene, of the *Woman's World*; Mrs. Julian Heath, of the *Housewife's Magazine*; A. M. Piper, of the *People's Popular Monthly*; Marie Sellers, of the *Country Gentleman*; Mr. Harmon, of the *Ladies' Home Journal*; Myra G. Reed, of *McCall's Magazine*; Mrs. Janet M. Hill, of *American Cookery*, and a representative of the National Fraternal Press Association who introduced his brief remarks with the statement, "We

are not bothered by the advertising problem."

When the above news report was received just as PRINTERS' INK was going to press, we asked the publishers of several women's magazines what action they would take on the request of Assistant Secretary Vrooman. None of the publishers wished to be quoted by name until they had had a chance to study the complete report. One publisher said, however, that if the government is to requisition space all publications should be treated alike—magazines, newspapers, farm papers, trade papers, technical papers, religious papers, mail-order journals, small-town publications, college publications, scientific journals, etc., etc. To ask of one class of periodicals for a contribution of space without asking the other classes also is conscription; and class conscription at that. Then how about exempting outdoor advertising, street cars, theatre programmes, advertising novelties and specialties, lithographs, direct advertising, motion-picture advertising and so on? This publisher made it plain, however, that in these trying times patriotic service would override all other considerations.

Another publisher pointed out that the government seemed to be keen to take from the publications and reluctant to give. He cited the attitude of the Postmaster General in making a ruling that publishers must net to themselves at least 50 per cent of the price to the subscriber. Also the advocacy of a large increase in the second-class postal rates. He believed that there should be sensible co-ordination between the departments at Washington. He could not tell whether his publication would meet the requests of Assistant Secretary Vrooman or not, but asserted that all other considerations would yield to the desire to be of patriotic service at this time.

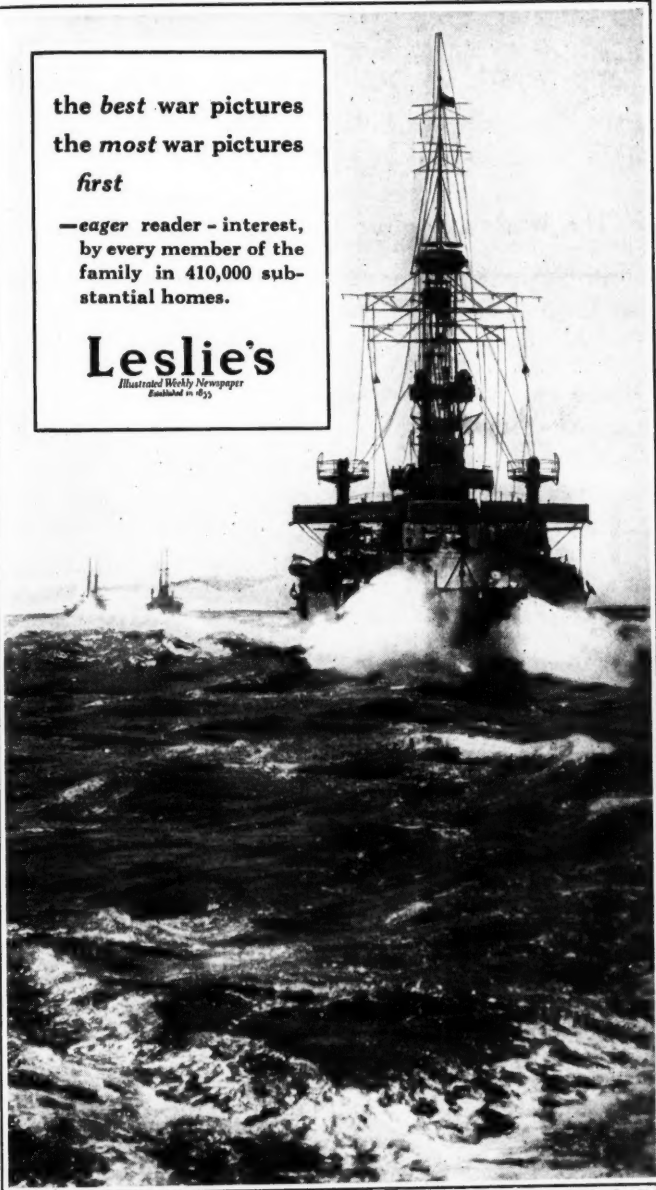
Other publishers queried just before PRINTERS' INK went to press explained their attitude in similar terms.

the *best* war pictures
the *most* war pictures
first

—eager reader - interest,
by every member of the
family in 410,000 sub-
stantial homes.

Leslie's

Illustrated Weekly Newspaper
Established in 1895



(Underwood & Underwood) in Leslie's

We want to Send You a Book about
Photoplay

The World's Leading Moving Picture Publication

Because it was
a Moving Picture Magazine

PHOTOPLAY grew because millions of people have made the moving picture America's chief recreation and avocation.

The screen at the theatre has whetted—not satisfied—their demand for information about moving pictures.

Because its staff of writers is the best, because it is published independently (not owned or controlled by any of the producing companies) Photoplay first attracted the discriminating motion picture lover.

A natural demand naturally produces a magazine because such a demand promises the publisher a vitally interested circulation, to be held and increased on the strength of sheer educational worth. To meet

the insatiable demand for information about moving pictures, artists, directors, authors, the productions themselves, has been the first idea of Photoplay. (Let the name stick in your mind; it's imitated.) The second has been to lead the field.

Because Photoplay has had these two purposes, and expressed them so thoroughly—so well—it has attracted the quality 200,000 circulation out of millions of prospects.

Such a spontaneous, highly selected, responsive audience naturally attracts advertisers according to their ability to detect values. Is any 200,000 circulation out of the millions you are buying worth more?

Some
Prominent
Advertisers
in
PHOTOPLAY

Great Northern Ry.
N. K. Fairbank & Co.
Old Dutch Cleanser
Coca Cola
Woodbury's Soap
Eastman Kodak Co.
National Biscuit Co.
Cat's Paw Rubber Heels
Mellin's Food
Pompeian Mfg. Co.
Brunswick-Balke-
Collender Co.
Listerine

PHOTOPLAY

"Let the name stick in your mind; it's imitated"

W. M. HART, ADVERTISING MANAGER
350 North Clark Street, Chicago, Ill.

New York Office, 185 Madison Avenue

Why Some Paper Costs More Than You Pay For It

We once knew an advertiser who seldom placed a paper order without shopping all over town. He thought he was saving money.

Recently he placed his paper requirements in our hands. The other day we were able to suggest a catalogue paper that will save him more in a month than he would save in two years by the old shopping plan.

Our business has been built up by rendering this kind of a service to advertisers, printers, publishers and mail order houses. There is a Birmingham and Seaman office in every advertising center, and in every office you will find paper experts who *know* paper.

In buying paper, it isn't so much what you pay per pound, as what you get for your money that counts.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Chicago

Continental-Commercial
Bank Building

New York

Fifth Avenue Building
200 Fifth Ave.

St. Louis Minneapolis Buffalo Philadelphia Milwaukee Detroit

Uses a Trade-Marked Substitute to Offset Advancing Costs

Belber Trunk & Bag Company Takes Daring Step by Using Fabrikoid on Some Lines and Advertising Both Trade-marks

By Philip Francis Nowlan

THREATENED by soaring leather costs with the loss of heavy investment in trade-mark advertising, the Belber Trunk & Bag Co., of Philadelphia, has not only made the investment safe, but has increased its value by a big supplementary campaign. The feature of this campaign, started about two months ago, is that it capitalizes the previously established good will on Fabrikoid, which product has been substituted for leather in certain of the Belber lines.

On April 19 **PRINTERS' INK** told the story of how the Du Pont Fabrikoid Co. has been throwing the force of its advertising in co-operation with the leather industry, to relieve the pressure of demand by encouraging substitution in certain lines, thus releasing leather for other uses where substitution is not so practicable.

Herewith is presented the other side of the story, that of a big manufacturer of leather goods who made the change from leather to the substitute product. The reasons for changing were detailed to the writer by Leon C. Sunstein, vice-president and sales director of the company.

Two years ago this company broke away from an established habit in the trade, and decided to establish a trade-mark good will through heavy advertising. The trade-mark was placed on certain grades of trunks, and, what is

*important in this story, only on suitcases and bags in which grain-leather was used. Splits, buffings, sheepskins, and skivers, it was felt, did not have wearing qualities that it was advisable to back with a trade-mark.

The trade-mark line started with goods sold wholesale from \$4.50 up. Fifty thousand dollars was appropriated for advertising.

The company knew that it would have opposition to meet in the channels of distribution, and was prepared for an eight- or ten-year campaign, which it thought might be necessary to overcome this prejudice fully.

The opposition did develop. Typical of the attitude of a large

Belber
TRAVELING GOODS

SUPERLATIVE bags and suit cases—darts in design and luxurious in appearance—combining Belber skill with the beauty and service of Du Pont Fabrikoid, Craftman Quality—the very best Fabrikoid made. Each style designed especially to meet the particular traveler's needs and the hardships of heavy handling—and each doubly guaranteed by the quality trade marks.

DU PONT FABRIKOID
OUTWEAR TRAVEL
Craftsman Quality

Eight fine styles for men and women
\$7.50 to \$12.00
At the better shops and department stores
Write for illustrated booklet

The Belber Trunk & Bag Co.
Turner Street Philadelphia, Pa.

No. 679
MAN'S BAG
Extra large pattern in black, small size green, brown, tan, blue, grey, and white. Features and details: water-proof, lined, leather, and metal. Bag and suitcase can be at once changed from one to the other.

18" x 12" x 10" size \$7.50
24" x 18" x 12" size \$12.00

THE TWO TRADE-MARKS FEATURED IN THE COPY

proportion of the dealers was that of one of the company's own star salesmen, who came in with this earnest and desperate plea; "Don't throw away this \$50,000 on advertising. I know my trade and I know it won't do any good. Put that \$50,000 into the bags and trunks themselves, or into a reduction of price, and I'll guarantee the results in increased sales."

There followed a little figuring, in which the salesman was shown in terms of small fractions of a dollar how much reduction could be made on the individual articles if the appropriation were spread over the year's output for that purpose, and the company went ahead with its plans.

It advertised generously in the national publications. There were innumerable points of appeal, with such keynotes as the ease of packing the wardrobe trunks, "traveling goods that reflect your personality," the facility of identifying one's baggage if it has the "Belber distinction," the patented "Fit-All" feature, a sort of adjustable rack for combs, brushes, and similar articles of almost any size, and, of course, such qualities as ability to withstand wear and tear, and appearance. Pictorial emphasis was given to all these appeals.

Results began to show, and the second year the company increased its appropriation materially. One advantage had been the course of standardizing prices which had been made possible as a result of the advertising policy.

Opposition to the trade-mark had been expected in particular from the department stores, but a surprise developed shortly in the number which consented to it.

One of Chicago's most widely known stores with an almost national distribution rose to the value of the trade-mark and actually demanded it. A big New England buyer consented to it, too, making the provision that the mark be placed inside the bag only because of the general antipathy of the "Big Boss" to brands other than those of the store itself. In brief, in two short years the

company felt that it had accomplished what it had not expected to for several years with its popular-priced line.

Then the storm which had been brewing in the manufacturing sky broke. The leather market was running away with itself. Material which had been 14 cents the year before jumped from 24½ to 32 cents in the two months preceding the first of this year, completing the rapid sequence of six price advances in the course of the year.

In short, the Belber company found itself in a position where it could not maintain its advertised quality at a retail price of less than \$12.50 or \$13 on bags which formerly had sold for \$7.50 and upward. And despite the emphasis which had been placed in the advertising on quality, this was not the public's idea of a "popular" price. Furthermore, it wasn't the dealer's.

HOW RISING COSTS WERE MET

What was to be done? Quality could be sacrificed by using splits, for the split-leather bag had risen on the price scale to the position formerly occupied by the cowhide. But this would have entailed a sacrifice of the edifice of guarantee in which so much had been invested.

If a substitute for leather were adopted a vociferous protest from the dealer was certain. It would be difficult to get a price from him, if indeed he could be sold at all, for through the whole history of the trade, leather substitutes of cheap quality had been closely associated with the class of luggage which had been sold for a song. As one dealer put it: "I can sell leather bags, even if they are rotten, but I can't sell substitutes, even good ones."

But a substitute was the only way out, and in choosing Fabrikoid the Belber company based its determination, aside from the considerations of quality and price which influenced its choice, on the fact that Fabrikoid had been advertised, and advertised heavily. Here was its chance to use a substitute which had been carrying

What Do You Want to Know About Baltimore ?

For the purpose of co-operating with general advertisers and advertising agencies THE BALTIMORE NEWS conducts a well organized merchandising data service department. This service is gratis. By means of these trade investigations manufacturers of standard and trade marked goods can check up valuable information relative to the advertising possibilities locally before planning a campaign in Baltimore.

This service is at the disposal of any advertiser interested in the Baltimore market and it is the aim of THE NEWS to compile only such data relative to present market conditions, which would be of practical use in planning an advertising campaign. Every effort is made to perform a service both dependable and useable.

By all means, if you are contemplating advertising in the Baltimore territory ask THE NEWS to make a market survey for you in advance.

Baltimore is today enjoying the fruits of a substantial solid prosperity built before the days of war booms. Business is active and here to stay. Let THE BALTIMORE NEWS help you get your portion of it.

Handsomely printed folder, describing Baltimore in its new era of prosperity, fresh from the press, sent anyone interested on request—an interesting piece of business literature for busy advertisers.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation, April, 99,942

GAIN over April, 1916, over 25,000

DAN A. CARROLL
Special Representative
Tribune Building
New York

J. E. LUTZ
Special Representative
First Nat'l Bank Bldg.
Chicago



“*If you insist —*

—upon bedrock facts, I'll have to admit I am the most important baby in the world, with one exception which every mother can name. The Baby's Number of the Mother's Magazine is My Number. Better make it your number, too.

But hurry please—forms close Saturday of this week

with it a selling message of its own.

The result was a switch to Fabrikoid on all the popular-priced suitcases and traveling bags, to sell at \$7.50 up, and back of these particular lines has been instituted a special and additional campaign of advertising, distinct from the general one. This brought the total appropriation to \$100,000.

This campaign is somewhat over two months old. In it the combined Belber and Fabrikoid guarantees are featured prominently, the two trade-marks being placed side by side with the word "plus" between them.

SUCCESS OF NEW POLICY

Results show, even in this short time, in sales running 40 per cent ahead. Dealer and public had been sold on both trade-marks, and the cumulative force of the two combined, added to the trouble which the new adjustment of quality to price in leather has been giving the dealer in the dissatisfaction of his customers, has proved sufficient to overcome prejudice.

Another distinctive feature of the new campaign, which is running in publications estimated to reach a total circulation of 3,000,000, is the statement of price-range on the Belber-Fabrikoid bags. This serves the purpose of fixing more definitely in the consumer's mind that the bag is not a "cheap" one, and is made possible because costs are more stable.

The general-line advertising includes the trunks and other articles manufactured by the company, as well as the first-grade leather bags which still are being manufactured and pushed at their higher prices, though they cannot be at the "popular" price.

In the new campaign no comparison of leather and Fabrikoid qualities is indulged in, nor is any explanation of the technical reasons and market conditions which have resulted in the use of the new material. This, it is felt, has been covered with sufficient strength in the Fabrikoid advertisements themselves, and the Belber company sticks strictly to

the business of advertising bags. The manner in which the two trade-marks are linked may be seen in the following sample:

BELBER

TRAVELING GOODS

Superlative bags and suit cases—natty in design and luxurious in appearance—combining Belber skill with the beauty and service of Du Pont Fabrikoid, Craftsman Quality—the very best Fabrikoid made. Each style designed especially to meet the particular traveler's needs, and the hardships of heavy handling—and each doubly guaranteed by the quality trade-marks—etc.

There is a quality touch added in the words "at the better shops and department stores" and in the style of background and illustration which the company has standardized for its advertisements. For a while the line cut was the type of illustration used. Then it was felt that better quality atmosphere could be obtained with half-tone reproductions of photographs. The third step in the development has been to adopt a combination of half-tone and line cut, the former standing out much more strongly against detail of the latter, and allowing great flexibility of emphasis in the illustration, which always is laid against a background of vertical grey-tone stripes.

H. O. Hayden With "Horseless Age"

H. O. Hayden has joined the advertising staff of the *Horseless Age*. For the past two years he has been covering Philadelphia and the South for *House & Garden*. Previous to that he was with Robt. McBride & Co.

Chicago Agency Changes Name

The B. F. Kirtland Advertising Agency, Chicago, has changed its name to the Kirtland-Engel Company. F. L. Engel, vice-president and general manager, has been in charge of the business since the death of B. F. Kirtland two years ago.

In South for "House & Garden"

L. E. McConnell, Jr., former manager of the real-estate department of *House & Garden*, has been placed in charge of the magazine's Southern territory.

Tendency to Feature More Than One Product in Copy

Examples That Seem to Indicate a Wide Drift

By Robert R. Updegraff

IT was not so many years ago that an Old War Horse in the advertising business laid down a general rule which was to govern me during my advertising career: "Never feature more than one article in an advertisement." And, indeed, others went so far as to say that only one point about an article should be brought out in an advertisement.

As I look through the current magazines and newspapers the thought occurs to me that said Old War Horse must have believed, with many more Early-Settlers-in-Advertising, that ad-

vertising was Advertising, whereas we to-day know that advertising has nothing much to do with Advertising, but is in reality Selling.

And so, while it may be true that a salesman can cover more ground and make larger sales when concentrating on one particular article, he may at the same time do a larger aggregate business and make a larger aggregate profit for his house if he sells several articles at the same time, provided that they are fitted to go together. And, as a rule, it is larger profit in the aggregate that

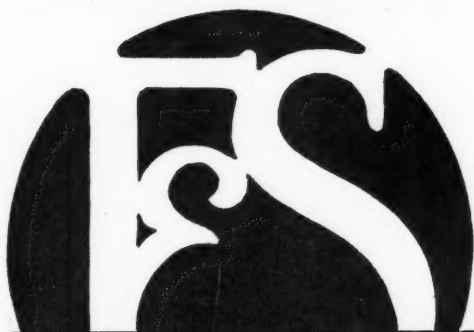
interests most business men, rather than an unusual volume of orders on one particular item to the exclusion of all others that might help mightily in paying traveling expenses and keeping all parts of the business moving smoothly.

But, be that as it may, the fact is that there seems to be a notable tendency among advertisers of late to "double up" in their advertisements. The advertisements here reproduced are but a few which have appeared recently. Sometimes, as in the case of the Glidden and Majestic advertisements (Figs. 1 and 2), the products or appeals are "twins" and appear side by side, with space about equally divided.

In other cases, though the space may be as evenly divided, one article is a "trailer," as illustrated by



FIG. 1—EACH OF THE TWO HALVES OF THIS ADVERTISE-
MENT HAS THE POWER OF A WHOLE



Successful advertising depends largely upon the most intimate and confidential relations between the advertiser and his agency. No advertiser should entrust his business to any agency until he is ready to entrust that agency with his unrestricted confidence as well.

Fuller & Smith
Advertising Cleveland



AT a social gathering you find people receptive to a quality appeal. Their pride, taste and sense of quality are stimulated. They are in an emulative attitude of mind.

So also in a public audience of worth while people, crowd psychology augments the force of impression.

The theatre, therefore, today affords a singularly favorable advertising opportunity.

By building up a unique advertising medium, Frank V. Strauss & Co. have rendered accessible to quality advertisers one-fourth of the "legitimate" audiences of the United States.

This combined circulation gives a *class* circulation greater than any *general* circulation, and you can utilize it as easily as you can place one ad in a single magazine.

Why hesitate to investigate the possibilities of this great selling force? Programs and rates upon request.

Strauss Theatre Programs

A Magazine Medium for Greater New York

N. B — Frank V. Strauss & Co. publish the programs for all the principal theatres in New York.

to keep people reminded of its old products.

Another type of "doubling up" is the Bird & Son advertisement (Fig. 3). In this case Neponset Shingles are the main product, but the Bird people want the public to know about Neponset Wall Board, and they want to have the latter product enjoy the prestige that the larger business carries. However, to keep the two distinctly separate they have made

furniture, with both home and business appeals, though the two are kept as distinct unto themselves as though they were separate advertisements. The company is trying to cash in on Globe-Wernicke in the business part of a man's mind and make it sell the home part, or vice versa. Each part of the advertisement tends to help the other when they are kept separate in this way. If the company had been advertising

either kind of furniture separately it is entirely possible that it would have used a half page (the space used for the double appeal) just the same.

R. Wallace & Sons Mfg. Co. illustrate in a recent advertisement a still different idea in "doubling up." Of late years it has been seldom that more than one pattern of silver has been shown in the same advertisement, though in a few cases two patterns have been illustrated together. But the Wallace people have picked out four patterns and featured the teaspoon of each. If you don't happen to like one pattern the whole effectiveness of the advertisement is not spoiled, for there are three others. Whatever one may think of the Wallace lady's *coiffure* and general get-up, one must admit that this advertisement is effective.

Make the Carrot Useful

The dairy bedroom shows better than a room in the general use. Two days' work with a hammer, a saw and Neponset Wall Board created the needed space room.

You can make new rooms, do over old ones, make out rooms into two, put up booths, make a new office—do scores of useful things with this wonderful material. In business are unsurpassed.



Only a Hammer and Saw Needed

No other, shingles, plaster or finish. Shows on 12 and 16 in. wide and 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

In the home, in the office, in the factory, there are dozens of uses to which it can be made over to new purposes in no time. For the most part, it is a wonder of the world.

Write for Booklet on

NEPONSET Wall Board

BIRD & SON (ESTD 1795)

218 Neponset Street

CHICAGO, ILL. NEW YORK, N.Y. WASHINGTON, D.C.

Canadian Office and Branch: Montreal, Canada

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.

Chicago, Ill. New York, N.Y. Washington, D.C.



The Beauty, Wear and Fire-Protection of Slate

Neponset Twin Shingles make handsome roofs, giving the appearance of fine slate at about half the cost.

They are spark-proof—burning embers falling on them die away without doing harm.

They are economical, costing about the same as good wooden shingles when laid. Their double width cuts the cost of laying and lowers cracks and nail-holes.

As to durability: They are made from the same standard waterproofing and fire-proofing materials that have carried farms for our Paroid Roofing. Hundreds of single-layer Paroid roofs laid 16 years ago (when it was introduced) are still in perfect condition. Several layers of these same materials are what you get in a Neponset Twin Shingle roof. They are thoroughly saturated with asphalt, everlasting, and the best waterproofing known to man.

Perhaps you will be most interested in what they don't do. They won't curl, split, chip, dry-out, rot, swell nor shrink. They soft gray and red are adorning houses all over the land, and where our Neponset roof appears others soon follow, because they are so attractive.

Send for FREE Booklet—

"Roofing and Building"—the full information concerning Neponset Shingles, Paroid Roofing (that's Green), the Neponset Wall Board, Paroid Siding, Neponset Building Paper and Neponset Fire Cementing.

BIRD & SON (Established 1795)

218 Neponset Street, East Waltham, Mass.
CHICAGO, ILL. NEW YORK, N.Y. WASHINGTON, D.C.
Canadian Office and Branch: Montreal, Canada

NEPONSET SHINGLES

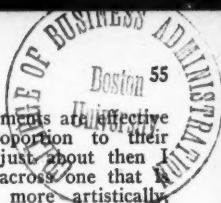
FIG. 3—THE SMALLER SECTION GETS A BIG BOOST, YET IS QUITE SEPARATE

up what appear at first glance to be two unrelated advertisements. The smaller one helps the larger one to dominate the page, and pays its own way while doing it, and the larger one adds importance and prestige to the smaller one.

In a Globe-Wernicke advertisement there is an ingenious combination of home and business

And it is rumored in the trade that the company has "put one over" on its competitors in this four-pattern advertising.

There has been running a Lewis & Conger series of advertisements in New York newspapers which illustrate the "doubled-up" idea in retail advertising. In each case one-half of the space was used to feature some specific article



and the other half was devoted to a brief chat about the house, its stock or its policies.

The Universal Christmas Gift advertisement (Fig. 4) is just about the ultimate in "doubling-up." It is really a Landers, Frary & Clark catalogue on a single magazine page. Seventy-five articles are shown. The pictures are small, but in the original page advertisement are large enough to give a fairly good idea of the articles. It is a mail-order type of advertisement which is more effective than many advertising wisecracks give it credit for being. I have heard this particular advertisement condemned by several rather shrewd advertising men, but none of them ever had mail-order experience or they would be more guarded in their criticism. It is far from artistic, though it is pretty well balanced, but it is the sort of an advertisement

that makes the women-folks sit down and "go shopping," contrary to the ideas of many otherwise perfectly sane advertising men. Mail-order advertising experience has an uncomfortable way of upsetting all of one's pet theories and beliefs. Such experience as I have had in mail-order advertising leads me to have a pretty strong hunch that the Universal advertisement would be quite effective. In fact, in my more cynical moments I have sometimes entertained a suspicion that mail-

order advertisements are effective in inverse proportion to their beauty! But just about then I generally run across one that has done a little more artistically, ingeniously arranged to give each article display and at the same time give a balanced effect and an air of refinement, such as, for instance, the Ovington advertisements.

Instead of running separate and individual advertisements for its recently added paint and varnish departments, the Certain-teed Products Corporation decided upon a combination of interest. The new copy features two separate lines of manufactured products in parallel columns (Fig. 6). George M. Brown, president of the corporation, formerly the General Roofing Manufacturing Co., in discussing the current advertising said:

"We have been warned by cer-

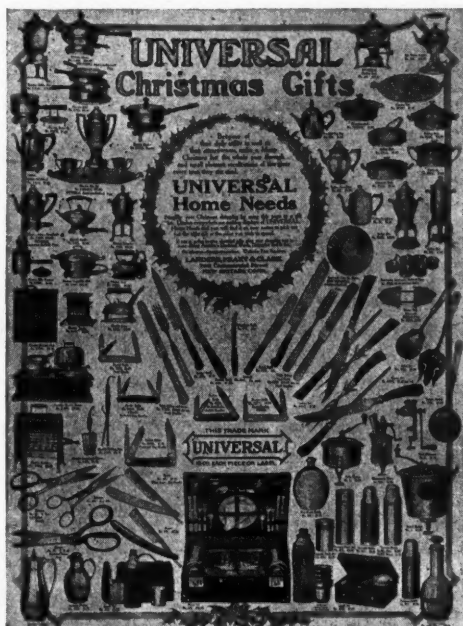


FIG. 4—"DOUBLING UP" WITH A VENGEANCE. AND YET—!

tain advertising men against the propriety of combining in one advertisement copy on two products. These experts have claimed that by so doing we would divide at-



FIG. 5—FEATURES FOUR PRODUCTS INSTEAD OF ONE

tention and thereby lose, to a certain degree, the effect of the entire advertisement. It has been pointed out to us that this practice is not generally followed by other large national advertisers.

"We do not believe that any hard and fast rule can be laid down for all national advertisers to follow, but we believe that each case should be settled on its own merit. The fact that several advertisers may happen to follow the same general principles does not *ipso facto* establish those principles as being desirable in all cases.

"All the materials manufactured by us are related to building material lines, and they can all be properly classified under this general heading. If we should go into the manufacture of tin cans, however, or if we should manufacture soap or some other product purchased for an entirely different purpose, we might hesitate in combining such unrelated products into one piece of copy.

"It has been stated that by including two or more products in one piece of copy the whole attention is di-

vided. When we combine roofing and paints into one advertisement we intend to display the word 'Certain-teed' in such way as to dominate the remaining part of the advertisement so that there will be no division of attention on the trade name, which, after all, is the important thing to put over. The intention is to make this word so well known that no matter on what material it is found it will convey an impression of security and safety on the part of the purchaser.

I have on my desk a number of other examples of this "doubling up" tendency among advertisers, but it would take too much space to show them all. The idea seems to be growing, however, in spite of the Old War Horse. And who knows but that many business firms are going to get more out of their advertising sales space by doing a little judicious "doubling-up" if they do it very carefully and with the same thought they would put into each part of the advertisement if each article or product were being featured separately?

Certain-teed
Roofing

Is the efficient type of roof. It is suitable for houses, office buildings, store buildings, etc. For residences it is made in three standard designs.

CERTAIN-TEED costs less to buy, less to lay, and less per year of life. CERTAIN-TEED is built to last, stands, weathers, and has no maintenance. It will not dry out and is weather-tight.

It is made in three thicknesses—but only one quality—the best. It is approximately 1/8, 3/8 or 1/2 inch according to thickness (1, 2 or 3 ply).

This guarantee is backed by the largest manufacturer of guaranteed roofing and building papers in the world.

10 years or better of quality work is all you get for the money. CERTAIN-TEED has been doing more any type of work. For sale to dealers, architects.

Certain-teed
Paints and Varnishes

Superior, dependable products made by expert craftsmen, and guaranteed to give satisfaction. They are sold at a price which would not be possible if they were not made in substantial quantities to meet the demand.

The numerous successes of the Certain-teed Products Corporation, and its extensive connections for the distribution of all CERTAIN-TEED products, make it possible to take advantage of every summer in buying, manufacturing and selling.

Even the professional painter can afford to use CERTAIN-TEED Paints and Varnishes on his own. All accessories to equipment, all stains and left-over material, and the quality is assured.

Whether you do your own painting or employ a professional painter, CERTAIN-TEED will give you a job that will last.

CERTAIN-TEED PRODUCTS CORPORATION
General Building Mfg. Co., Chicago; Veneer Co., Montreal; City Paint & Color Co., New York.

FIG. 6—LINKING UP A NEW LINE WITH ONE ALREADY ESTABLISHED

BIG BOSTON — 36 in 1

An advertiser in Boston Cars talks directly to the residents of the 36 or more separate units which make up the service territory of the Boston Elevated Co. car lines.

Boston proper is credited with a population of about 700,000 and yet the Boston Elevated Co. lines, WHICH WE SELL AS BOSTON, cover and serve territory in which nearly two millions of people make their homes.



We are really selling Boston Car Advertisers about 80% of the daily Street Car circulation of all of Eastern Massachusetts.

The contemplated improvements in service which will be actual within a few months, will make substantial additions of cars (already ordered) on all rapid transit and surface lines, so that to buy Boston Car advertising today, means that you buy on a rising market.—May we quote you TODAY'S rate, with a liberal dividend of added equipment—just in the offing?—It pays to anticipate.

Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg., Providence

Street Car Advertising all over New England.

CMGCO*Advertising*

It was the pleasure and privilege of The Carl M. Green Company to cooperate with its client, the Saxon Motor Car Corporation, in the preparation of the full page editorial-advertisement

"Tend to Your Own Business"

which appeared last week in 45 of the most influential newspapers throughout this country.

THE CARL M. GREEN CO.*Advertising Agency*

SALES DEVELOPMENT THROUGH ADVERTISING

CARL M. GREEN, Pres.

HAL C. SMITH, Treas.

JAMES D. FULTON, Vice Pres.

H. J. CUNNINGHAM, Sec'y

DETROIT

Free Press Building

CHICAGO

Steger Building



—the average *Extension Magazine* family—based on a questionnaire sent to 12,000 subscribers selected at random.

Compare this \$2615.88 with the average family income for the whole United States—\$1500.

That thousand-dollar surplus holds a big meaning for advertisers. It stands for purchasing power—ability to buy more than life's bare necessities. Ability to purchase the luxuries. *To pay the price of products good enough to be advertised.*

And its owners have shown themselves *exceptionally responsive.*

Extension Magazine exercises a uniquely potent influence in over 170,000 well-to-do homes. If you are anxious to enlarge your market economically, our circulation facts and figures will interest you.

EXTENSION MAGAZINE

"More than 210,000 subscribers, the cream of America's 17,022,879 Catholics"

F. W. HARVEY, Jr.
General Manager

LEE & WILLIAMSON
Eastern Representatives

JAMES K. BOYD
Advertising Manager

General Offices: 223 W. Jackson Boulevard, Chicago, Ill.
Eastern Advertising Offices: Flatiron Bldg., New York City

Member Audit Bureau of Circulations

Newspaper Publishers Favor Abolition of Advertising Agents' Commissions

The A. N. P. A. Also Decides to Carry on an Active Campaign Against the Press-Agent Evil—Resolutions Opposing Censorship Provision of the Espionage Bill Are Adopted

THE American Newspaper Publishers' Association at its annual meeting, held in New York last week and which was attended by the largest number of members ever present at any of its conventions, adopted resolutions expressing its conviction that advertisers and not newspapers should bear the expense of agents' commissions and other advertising service fees, and pledging the organization to curb the press-agent evil.

Jason Rogers of the New York *Globe*, in presenting the first of these resolutions, said that the time had come when the publishers should be relieved of the burden of expense represented by the advertising agents' commissions. The agent works for the advertiser and the advertiser alone. In selecting mediums he must choose those that in his opinion will give his clients the best results. If he does not, and places the business with those newspapers that pay him the largest commission, irrespective of the service rendered, he betrays the confidence imposed in him by the advertiser whose account he handles.

The prompt passage of the resolutions clearly indicated the position of the bulk of its membership upon this important question.

Lafayette Young, Jr., of the Des Moines *Capital*, in supporting the resolution regarding the press-agent evil, declared that the time had come when the publishers must do something more than talk about the suppression of free publicity. The demands upon newspaper space were never so great as now, and every line that passes under the eye of the editors or the business office should be carefully scrutinized. In view of the shortage in the supply of white paper and the rapidly increasing cost of

production, economy must be enforced in every department.

Mr. Young told of his own experience in enforcing the rule that not a line of free publicity should be given to any advertiser or anyone else in the Des Moines *Capital*. He had been told, he said, that the paper would lose a lot of advertising that had usually appeared in its columns on condition that a certain amount of free readers was given. Some of the advertisers used large space and were among the most important in the field, and the loss of their patronage would be a hardship. The ban on free publicity had now been in effect for nearly a year, and Mr. Young was glad to report that while the *Capital* did lose a few contracts, others had been secured in their place because of the attitude taken. Moreover, the standing of the paper had been greatly improved. People had more confidence in it and were rallying to its support on all sides.

ALL MUST UNITE, FOR BEST RESULTS

Mr. Young said that the best way to fight the press-agent evil was for the publishers of each city to get together and unitedly pledge themselves not to print a line of free publicity. Through such a union of effort the evil could be stamped out in short order. The trouble at present was that individual publishers were in many instances afraid to take a stand in the matter for fear that the others in their city would continue to give free readers and thus place them at a disadvantage. The chief offenders among advertisers were the automobile manufacturers, who, as a body, are the largest space users in the country. The fear of losing some of their business through the enforcement of

a rule against press-agent matter had, no doubt, deterred a number of publishers from taking the stand they should.

The association finally decided to appoint a committee to carry on a vigorous campaign to enlist the cooperation of all newspaper publishers in the effort to stamp out the evil in the United States and Canada.

One of the important matters taken up on Thursday was a resolution introduced by Gen. Felix Agnus, publisher of the *Baltimore American*, declaring it to be the sense of the association that no newspaper should be sold for less than two cents. Gen. Agnus, Harry Chandler, of the *Los Angeles Times*, and A. G. Carter, of the *Fort Worth Star-Telegram*, supported the resolution. They pointed out that the increasing cost of paper, labor and supplies of all kinds had risen so high that many publishers now selling their papers at one cent were doing so at a loss. The resolution was adopted without opposition, and President Rogers was authorized to appoint a committee of five to discuss the subject with publishers in the larger cities and collect data that might help the association. Another resolution was passed urging the Government to resume the coinage of two-cent pieces in order to provide the public with convenient coins for purchasing newspapers at the new price.

The report of the committee on paper, of which Frank P. Glass, of the *Birmingham (Ala.) News*, is chairman, was received with unusual interest because of the critical condition of the news-print market.

Mr. Glass, who presented the report, said that the committee had decided upon three measures of relief in the paper situation.

"The first was to insure economies in consumption through urging publishers to stop returns, to cut off all sorts of free circulation, to hold down size of papers, and to conserve the paper supply in every way.

"The second measure was to cooperate with the Trade Commission in demonstrating the facts in the manufacturing industry, and to obtain through Government power and publicity all the restraint possible upon

the oppressions of many of the manufacturers.

"The third measure was for final and permanent relief through the establishment of mills under the ownership or control of newspapers, which will be a large factor in maintaining the competitive conditions that may be brought about by other influences.

"In all of these directions your committee believes much has been accomplished. Waste of paper has certainly been curtailed to a large extent.

"New mills are under way, and a large aggregate of new tonnage is in prospect. Abundant publicity has been obtained. Governmental investigation has established the justice of our cause, and has softened the market. The prospect of substantial relief seems near at hand."

Louis Wiley, of the *New York Times*, introduced a resolution, which was unanimously passed, condemning the censorship provision of the espionage bill now before Congress because "it strikes at the fundamental rights of the people, not only assailing the freedom of speech, but also seeking to deprive them of the means of forming intelligent opinion. The American people are entitled to a full and frank statement of all that occurs whether it be good or bad. There can be no justification for a restriction that abridges the liberty of the press, for the people must have confidence that they are getting the truth."

PATRIOTIC DINNER

The annual dinner on Thursday evening was the most largely attended function ever held by the association. Patriotism was the keynote of every address. Major-General G. T. M. Bridges, representing Great Britain's army on the Balfour High War Commission, and Major-General Leonard Wood, of the U. S. A., expressed their strong conviction that our nation faces a crisis far more serious than most people think. General Bridges said that while the Allies needed money and food supplies, they wanted to see the American flag on the battle-fields of Europe. General Wood spoke briefly but emphatically in favor of compulsory military service. He hoped to be able to fight at the front with General Bridges. "Our Allies like our money," he

(Continued on page 67)

Are You Satisfied with Your Boston Sales?

Base your Boston campaign on *facts*—obtain a detailed analysis of this territory—of the possibilities for your product—of the dealer and consumer attitude toward your goods. Locate your weak spots and strengthen them. Others are doing it.

If you could see the way in which the *Merchandising Service Department of the Boston American* digs up marketing facts regarding this territory—how it presents these facts to sales and advertising departments—how it relieves salesmen of route-list worries, you would readily understand why so many advertisers ask us to co-operate—you would write today.

We have something here which will interest you—and help you.
Write for details. No obligation entailed.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Bldg.

The Post Office asks Publishers—

DIVISION OF CLASSIFICATION

Post Office Department
THIRD ASSISTANT POSTMASTER GENERAL
Washington April 10, 1917.

IN YOUR REPLY REFER TO:
C. O. NO.
150041.

Publisher,
"Today's Housewife,"
New York, New York.

Sir:

It is desired to obtain information with respect to the extent to which expired subscriptions to publications are carried under the provisions of paragraph 4, section 419, Postal Laws and Regulations, and to this end you are requested to furnish this office at the earliest practicable date on the inclosed sheet the information indicated by the questions thereon concerning the circulation of the last issue of your publication.

Respectfully,

Inc. 8

W. H. Key
Third Assistant Postmaster General



H. R. REED
Advertising Director

Today's Housewife

PRINTERS' INK



Today's Housewife Replies—

STATEMENT OF CIRCULATION OF

C.D.150041

"Today's Housewife"

published monthly at New York, New York

covering the issue of March, 1917.

1. How many copies of the above issue did you print? Answer: 1 399 040
2. How many copies were mailed as to subscribers? Answer: 1 377 158
3. How many copies were sold by news agents, delivered by your own carriers, or sold over your counter? Answer: 7 861
4. How many copies were mailed as "sample copies?" Answer: 8 852
5. What disposition was made of the remaining copies printed?
Answer: Advertisements, Free Copies and Employees 5 169
6. Of the number of copies MAILED as to subscribers, how many were sent to persons whose subscriptions at the time of mailing this issue were expired? Answer: None
7. Of the expired subscriptions of subscribers whose names were in arrears for the periods indicated below:
 - (a) Over two months but not more than three months. Answer: None
 - (b) Over three months but not more than four months. Answer: None
 - (c) Over four months but not more than six months. Answer: None
 - (d) Over six months but not more than nine months. Answer: None
 - (e) Over nine months but not more than twelve months. Answer: None
 - (f) Over twelve months Answer: None

GAMMILL
Signature of publisher.

Subscribed and sworn to before me on this 26th day of April, 1917.



Alice G. Hannabery
Notary Public New York Co. No. 24

My commission expires March 30th, 1919.

(This statement is to be sent to the Third Assistant Postmaster General,
Division of Classification, Post Office Department, Washington, D. C.)

MOBILIZED!

OUR COUNTRY confidently looks to the press of the Nation to continue the work of publicity which multiplies the efficiency of production and distribution now so essential to the material and moral integrity of the United States. Obedient to this call we have mobilized the resources of

Whitaker Paper Service

Our warehouses are filled with the widest variety of papers for every conceivable need of printer, publisher and lithographer. We have stored vast quantities of reserve stocks in public warehouses. Our stores are arsenals filled with ammunition for the American press.

Although our facilities for prompt and efficient shipment are unsurpassed, we must caution our trade of the possibilities of traffic congestion. Draw on us at once for immediate delivery of paper adequate for your requirements a reasonable period in advance.

The Whitaker Paper Company

CINCINNATI, OHIO



Birmingham Detroit Atlanta

Bay State Paper Co. Division
Boston

Smith, Dixon Co. Division
Baltimore

New York Office—Astor Trust Building

Chicago Office—878 Continental & Commercial Bank Building

continued, "but want us with them in the flesh under our own flag." He urged the publishers to use "pitiless publicity" in dealing with the events of the war to reveal the weaknesses of our present military system. "The military men of other nations know them," he said, "our own officers know them and our own people are the only ones who do not. Therefore, why should they not be told by you newspaper men?"

Other addresses were delivered by N. W. Rowell, a member of the Canadian Parliament, who told in an eloquent and dramatic manner of the part Canada had played in the great war; by William Hard and Irvin S. Cobb.

At the annual election the entire board of officers was re-elected: President, Hopewell L. Rogers, *Chicago Daily News*. Vice-president, Frank P. Glass, *Birmingham News*. Secretary, John Stewart Bryan, *Richmond News-Leader*. Directors: Herbert L. Bridgman, *Brooklyn Standard-Union*; Jason Rogers, *New York Globe*; Hilton U. Brown, *Indianapolis News*; Elbert H. Baker, *Cleveland Plain Dealer*. The above directors' terms are for two years. The hold-over directors, whose terms expire in 1918, are: Charles H. Taylor, Jr., *Boston Globe*; Harry Chandler, *Los Angeles Times*; John F. MacKay, *Toronto Globe*; D. D. Moore, *New Orleans Times-Picayune*.

Paul F. Fitzpatrick Advanced

Paul F. Fitzpatrick, advertising manager of the Guaranty Securities Corporation, New York, has been made second vice-president and a director of the corporation.

Undirected Free Publicity Means Unnecessary Waste

THE "NEBRASKA FARMER"
LINCOLN, NEB., April 26, 1917.

Editor of PRINTERS' INK:

First I want to commend you for the wholesome, helpful attitude that your publication has maintained in the interests of advertising throughout the present national crisis.

I am enclosing copy of a letter just written to Mr. Wm. G. McAdoo, anent free advertising space for the Government.

I dislike to oppose the attitude of any organization of publishers who

would lend the free use of their columns to the Government, but I do feel that by so doing a great injury will be done the cause of legitimate advertising. Hence my reasons for having employed this means of registering my opinion upon the subject.

S. R. McKELVIE,
Publisher.

LINCOLN, NEB., April 26, 1917.

MR. WM. G. McADOO,
Secretary of the Treasury,
Washington, D. C.

Dear Sir:

You have undoubtedly been advised of action taken by farm-paper publishers in a meeting held in Washington recently, wherein it was resolved to proffer to the Government the free use of the columns of such publications "to advertise bond issues for war purposes and to encourage enlistments in the army and navy."

The *Nebraska Farmer* stands ready and anxious to do anything that it can to push to a successful issue the cause of our Government in this war. We also believe that advertising is the most practical and effective means that can be employed to bring both money and men into the service.

We are thoroughly opposed to the principle of furnishing advertising space "without charge" to anyone. Purely from a standpoint of equity such service should not be expected, but the real danger lies in the precedent that will thus be established.

It has been a matter of common belief, or of popular misunderstanding, that advertising space costs the publisher nothing. Since the beginning of the business publishers have been compelled constantly to educate the public to understand that advertising space is a commodity that costs money and is worth money. If publishers generally offer their space "without charge" to the Government the public will simply say: "Well, why not—the space costs them nothing."

I believe in advertising, but I do not believe in advertising waste. In the present situation there are certain classes of publications that will serve the Government best in certain capacities. Bonds may well be advertised to farmers, but enlistments for the army and navy will be amply forthcoming from the farms without advertising. The farmer has money with which to buy bonds, but to recruit the army and navy from the farm would defeat the great drive that is now being made to increase the food supply of the country.

If advertising space is bought and paid for these facts will be observed. I am thoroughly in favor of such a campaign, and purely out of a desire to serve I am enclosing our check for \$250 to be used in such a campaign. If not one penny is spent by the Government in the advertising columns of the *Nebraska Farmer* I shall be just as well pleased, because I shall feel that the money has been spent in some other channel of advertising that was considered more effective.

Yours very truly,
(Signed) S. R. McKELVIE,
Publisher.

Won't These Men Please Come Forward?

THE JOHN NEWTON PORTER COMPANY
361 Broadway, New York
Editor of PRINTERS' INK:

Can you give us the names of several concerns that pay their Advertising Managers \$25,000 per year or more?

THE JOHN NEWTON PORTER COMPANY.

WANTED—the names of the men whose weekly pay envelopes contain the modest sum of \$480.77—or more! The question is, it must be admitted, a somewhat embarrassing one. If the inquirer were asking for the names of advertising men who earn \$25,000 (or think they do), but do not get it, there would be no difficulty in promptly discovering enough volunteers to make up Colonel Roosevelt's brigade to fight in France. And of those who feel that they *could* earn \$25,000 a year if given the chance the number is doubtless even greater.

A real difficulty, however, found in attempting to answer this question, is that very frequently the official responsible for the advertising of the larger manufacturers does not bear the designation of advertising manager. His title may range all the way from vice-president to assistant sales manager. However, we feel safe in saying that in any case, very few \$25,000 salaries are drawn by men who have neither made an investment in the business, nor bear the brunt of the executive decisions in regard to business policy.

We hasten to add, however, that there is no reason why an advertising manager should not earn—and receive—a salary of \$25,000 a year; and it is not impossible to foresee a time to come when advertising men will be so trained and experienced that salaries of that size will be as thick as gooseberries on a gooseberry bush. If our inquiry was prompted by a fear that paying a salary of that size would create an unfortunate precedent in the profession, we offer a prompt reassurance that it would not.

Possibly some of the readers of PRINTERS' INK can throw addi-

tional light on this question; and if so, we will welcome their assistance. How many men are receiving \$25,000 a year—or more?—[Ed. PRINTERS' INK.]

Three New Departments in A. A. C. of W.

At a meeting of the National Advertising Commission in New York April 24, three new departmental organizations were formed in the A. A. C. of W. through the election to membership of the International Car Advertising League, the National Association of Theater Programme Publishers and the Advertising Film Producers' Association of the World.

O. C. Harn reported that the department of Church Advertising and Publicity has chosen as its representatives on the commission the Rev. Christian F. Reisner, pastor of Grace M. E. Church, New York City; W. F. McClure, publicity manager of the Redpath Chautauqua, Chicago, and Geo. W. Hopkins, sales manager of the American Chiclé Company, New York. He also reported that Kerwin H. Fulton, of the Van Beuren and New York Bill Posting Company, has been elected by the Poster Advertising Association to succeed the late Barney Link as a member of the executive committee of the A. A. C. of W. Mr. Link's successor on the national commission has not yet been chosen.

The officers of the newly created departments are:

International Car Advertising League—President, Stanley E. Gunnison, sales manager of the Broadway Subway and Home Boroughs Advertising Company, Inc., 31 Nassau Street, New York City; secretary-treasurer, Samuel B. Moore, Jr., of the New York City Car Advertising Company, 225 Fifth Avenue, New York City.

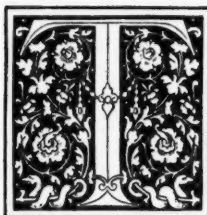
National Association of Theatre Program Publishers—President, Ralph Trier, president of F. V. Strauss and Company, 108 Wooster Street, New York City; secretary, James G. Sprecher, president of the James G. Sprecher Company, Los Angeles, Cal.

Advertising Film Producers' Association of the World—President, W. A. Harris, president of the Federal Development Company, Alliance, Ohio; secretary, Carl B. Rowntree, of the Scenic Film Company, Atlanta, Ga.

Novel Outdoor Display for Hood Tires

The Hood Tire Company, of Watertown, Mass., has recently begun a campaign of outdoor advertising in New England. Its displays take the form of a painted flagman so placed as to be squarely facing the approaching motorist. He warns of dangerous curves, railroad crossings, etc., and a number of letters that have come in from automobilists show that the usefulness of the service is appreciated. One hundred and fifty of these signs are now being placed, with the prospects of more to follow.

☛ ☛ HAVE YOU OBSERVED
MANY ELECTROTYPERS
ADVERTISING, AS ROYAL
DOES, FOR BIG BUSINESS?



HIS COMPANY is five times larger than the average electrotyping organization. We do as much business in three days as the ordinary shop does in a month.

Three delivery trucks are required to take care of our city trade in Philadelphia—outside of the work we do locally for The Curtis Publishing Company. Our out-of-town business alone would swamp the average electrotypist. Our plant operates on a day and night schedule as the result of the demand for our specialty—lead-moulded duplicates of fine color plates and halftones. Therefore, when you read Royal advertisements you will understand that they amount to much more than a mere eagerness to enter your name on our books.

ROYAL ELECTROTYPE COMPANY
620 Sansom Street PHILADELPHIA





6,000,000
Weekly Circulation
Guaranteed

Link-up

Imagine one million people—people with real buying power—directly after seeing your advertising, going to or by stores that sell your product.

They have to go when the show is over.

And your dealers are on the beaten track.

What a chance for proper link-up work through our service department—free to you.

Multiply this one million by three or by six and then try to imagine the effect on your dealers' stocks.

Is your production department in shape to handle a big increase in business?

Your product in actual use shown in miniature photoplays to six million people.

SCREEN ADVERTISING, INC.

General Offices and Studio
WASHINGTON, D. C.

Sales Contest Methods to Stimulate Jobber-Activity

Makers of Lewis Lye Create Healthy Rivalry Among Jobbers, in Conjunction With Farm Paper Campaign

THE sales manager of a large Chicago soap company was calling on the jobbing trade in the corn belt. He found one of the larger wholesale grocers in the act of dictating a strong letter urging the salesmen to push a widely advertised brand of lye.

"Why try to push lye," he asked the jobber, "when you make more money on soap?"

"True enough. But we couldn't increase soap volume if we wanted to. We push lye because we know there is a market for it in our territory. Last year our lye sales headed the list. This year we sold about the same amount—but we are third on the list. Two rival houses are getting the business away from us."

It is a common occurrence, whenever the problem of getting jobbers to push a product is brought up, for some manufacturers to set their lips and shake their heads. Yet it is interesting to note, nevertheless, that some manufacturers are able to obtain unusual selling co-operation. What the jobber did to push this brand of lye could be done for other products. The Pennsylvania Salt Manufacturing Company, of Philadelphia, maker of Lewis Lye, has succeeded in obtaining such co-operation, and an account of its experience may prove suggestive to other businesses facing the same problem.

Like every other manufacturer, selling exclusively through jobbers, the sales department charged with the task of increasing lye sales found itself up against jobber indifference. The jobbers' salesmen, with several thousand items to sell, were hardly able to pay much attention to the respective merits of one product over the other. To them they were just "items"—things to take orders for. This condition was largely overcome by advertising designed to create a greater con-

sumer demand, but still the company believed that business was slipping away which could be secured, if the jobbers could be lined up firmly and induced to bring personal pressure to bear on their thousands of salesmen. How to do this was the problem.

The more the management thought it over, the plainer it became to them that it was a common problem of sales management—speeding up salesmen. After all, what were jobbers but salesmen? What substantial difference was there between a furniture manufacturer selling a line of furniture through side-line salesmen and a manufacturer selling through jobbers? Not enough to prevent adapting methods for the one which had made good for the other, and that was exactly what the lye manufacturer decided to try.

A SALES DEVICE PUT IN PRACTICE FOR JOBBERS

From time immemorial sales managers had speeded up sluggish sales forces by playing the men against each other, and stimulating good-natured rivalry. The device commonly used for bringing about this condition was some sort of a score-board or card, which listed each man's weekly or monthly sales, with some side-lights on these figures in the way of percentage of increase, percentage of loss, etc. There was no doubt that records or comparative sales showing of this kind were great sales stimulators, so far as individual salesmen were concerned. So the lye manufacturer conceived the idea of carrying the plan a step further and applying it to jobbers' organizations.

At regular periods from that time on, 300 leading jobbers of the 3,000 wholesale distributors handling Lewis lye were furnished with comparative sales statements

which showed them just exactly what they were doing, or were not doing, as the case might be. Before long, the jobbers came to look forward to these tables of standings. The jobbers saw, in the figures, information which corresponded to the steam gauge in an engine-room, and by comparing their sales with the sales of rivals in their territories, they were able to get an accurate lineup on the entire sales situation. But most important of all, from the advertiser's standpoint, the constant receipt of these statements unconsciously caused them to take a keener interest in the sales of Lewis lye, and it became a matter of pride with them to do everything possible to see that they were up among the leaders—at least so far as percentage of increase was concerned.

Had the company neglected to keep its product in motion through consumer advertising, however, jobber interest in the product might have been indicated by prohibitive selling costs instead of scoreboards.

"Interest of jobbers is stimulated by the sales reports," explained R. P. Benedict, sales manager of the lye department, to a PRINTERS' INK representative, "but that interest had to be first created by advertising. Too many manufacturers use advertising solely for extending distribution and creating demand. Selling costs can be further reduced by employing it in cultivating favorable trade relations. The jobber, for example, makes a liberal margin on our product. Every manufacturer knows that it is a temptation to price-cutting. But our advertising makes the jobber take his full margin. The folly of cutting is illustrated by the strength of the demand. And when a jobber receives a fair margin and is made to take it, he is usually not averse to increasing that profit by pushing the sale of the product."

Before the company's advertising made the jobber accept his full margin, however, there was a time when jobbers were not interested in helping the sale of lye. As a

matter of fact, the company was fortunate in getting some jobbers to handle its product.

Some years ago, it seems the market for lye showed a decline. In the face of decreasing sales, however, the Pennsylvania Salt Manufacturing Company was far-sighted enough to sense opportunities in the intensive cultivation of what appeared to be a diminishing market. With general sales falling off and some of the smaller concerns going out of business, it did not expect to increase sales. But if advertising could help to hold the business already obtained, the company was in favor of trying it out.

Before advertising was started, however, a preliminary investigation showed that the diminution of the market was not as great as at first supposed. There was less lye being used in the cities, but in the country the demand was almost as great as ever. Question slips sent out by certain farm papers showed that eighty per cent of those answering used lye in the home manufacture of soap. Yet with dozens of brands of lye on the market, none was taking advantage of the opportunity.

CONSUMER CONTESTS TO STIMULATE BUSINESS

With such encouragement, the company immediately opened a campaign in farm papers. Each year since then, Lewis lye has been advertised. While the company would have originally been satisfied to hold sales, it has since increased its business. One campaign appearing this year in a list of thirty farm publications covering the country, but centering on the Middle West, shows how the company has ceased to worry about sales and is now bending its energies toward developing the market by promoting the home manufacture of soap.

In this work, the co-operation of farm publications in conducting prize contests was enlisted. Various soap-making contests were exploited in the company's advertising. One appeal of the campaign touched on the pride of rural housewives by advising that,

PRINTING SERVICE FOR ADVERTISERS

POOLE BROS.' *service*
which has been so success-
fully applied by many of
America's representative
business houses, is at the
disposal of firms seeking
stability in their printing
connections.



POOLE BROS. CHICAGO

To *Financial Houses*

WE have a special service for one or two more large nationally operating financial institutions, located within a night's ride of Chicago.

This service is the result of over twelve years practical experience as investors and as advertising counselors to five prominent investment bond houses.

We believe it to be the most practical and far-reaching service of the kind ever perfected.

To non-advertising financial houses handling non-speculative securities exclusively, and to those who now advertise nationally, we shall be pleased to explain the character and scope of our highly specialized work.

Mallory, Mitchell & Faust
(Inc.)

Advertising and Merchandising Counsel

Security Building - - Chicago, Ill.

Established 1904



like their grandmothers, they could make better soap than they could buy. They had only to enter the contest to prove it—and perhaps win a prize. The advertising assured them that the use of Lewis lye would materially help them in making soap that would carry off the honors.

With interest running high in the contests, other manufacturers began advertising. By having cultivated the field first, however, the company had an advantage which was illustrated by most awards going to soap-makers using the company's brand.

It can be readily seen that contests of this kind, which, of course, are put on only in territories where added stimulus is required, react most favorably on the jobber—especially as it will have the effect of sending his name skyward at a great clip on the "score-board." With the demonstration made under his very eyes, the jobber cannot help but realize the immense market which can be built up, and his whole attitude toward pushing lye undergoes a change. He has been once and for all sold on the fact that there is money for him in lye, and he will go in with a vengeance when his co-operation is solicited for future farm-paper advertising. And as every advertiser knows, that is, indeed, a condition far from general; yet judging from what the Pennsylvania Salt Manufacturing Company has been able to do, a condition which can be brought about if a little originality and resourcefulness are brought into play.

Tire Company Adopts Five Trade Characters

The Batavia Rubber Company, of Batavia, N. Y., has adopted five trade characters, each personifying a quality of its Security Tires. These five "Batavia Boys," as they are called, are Willie Wear, Sammy Speed, Hi Quality, Simon Sure and Kid Care. The first of these is featured in some of the current advertising. He is a grotesque figure and is shown in the act of hitting a tire with a mighty sledge. In explanation of the character the copy says, "This is Willie Wear. He is a very hard-working Batavia Boy; he works for you every inch of the guaranteed 4,000 miles—and then some."

Trade Press Would Distribute Government Posters

A plan to aid recruiting of the army and navy and the sale of war bonds is being developed by the Associated Business Papers, Inc., representing 265 trade and technical publications. It is suggested that the Government furnish each of the papers with colored posters, approximately 9x12 inches in size, to be inserted loose in the copies of the publications that are mailed to subscribers. Suggestions for a series of such posters have been submitted to the Navy and Treasury Departments. The posters would be furnished to the various publications without charge and they, in turn, would insert and mail them without cost to the Government. The posters could be displayed in store windows, on bulletin-boards of factories and in public places to convey the message that the Government desires to express to the people.

According to the Postal Laws and Regulations such a supplement may be sent out "either loose or attached, as a part of the publication itself, without the words 'supplement to _____,' provided the publication contains an article of news relative to the subject of the insert and the latter is for the purpose of illustrating or completing such article and is devoted wholly to information of a public character."

Hyatt's Simple Demonstration Outfit

An unusual but practical selling help is being sent out by the Hyatt Roller Bearing Co. to dealers handling machines equipped with its bearings. It consists of a leather fob, to which is attached two Hyatt Rollers set in a metal holder. The purpose of the "help" is to furnish the dealer with a convenient means of demonstrating the principle of anti-friction. In the instructions that go with the fob the dealer is advised to:

"Take a ruler or anything flat and press down on it while you rub it across a smooth surface. You will note how it sticks. Friction is the cause."

"Now take the fob with its Hyatt Rollers and place it on this same surface with a ruler over the rollers and push it along. Note the smooth and easy action—note how the harder you press the easier it rolls—friction in this case has been practically eliminated."

"Wear the fob—if you already have one, remove the strap from this and keep the frame in your pocket for demonstration purposes."

"You'll be surprised how it will help you in your sales work."

Edward Morrissey Joins Rankin

Edward Morrissey, of the copy staff of the Chicago *Tribune*, has resigned to join the Wm. H. Rankin Company. Before joining the *Tribune* he was in the advertising department of Montgomery Ward & Company.

Spirited Tilt Between Publisher Hoyt and Chairman Sidener

Latter's Telegram Urging Support of Honest Advertising Bill in Wisconsin Brings Explanation of Former's Reasons for Opposition

THE bill for honest advertising in the Wisconsin Legislature has brought out a spirited correspondence between Merle Sidener, chairman of the National Vigilance Committee of the A. A. C. of W., and Melville A. Hoyt, editor and publisher of the Milwaukee *Daily News*.

In reply to a telegram from Mr. Sidener, urging him wholeheartedly to support the bill, Mr. Hoyt on April 18 wrote a long letter explaining the grounds of his opposition. First, he did not believe the bill would be constitutional. Then he made the claim that it is quite impossible for a publisher to know the truth about representations made, for instance, regarding the assets on which bonds or stocks are credited. Mr. Hoyt also criticized the Advertising Club of Milwaukee for wanting publishers to help pay the expenses of the Better Business Bureau. He thought that the funds for the Better Business Bureau should be derived from space buyers who are members of the club and not from publishers. His attitude was that advertisers should attend to their own morals and that newspapers should attend to theirs. Inasmuch, he explained, as a publisher has no means of knowing ninety-five times out of a hundred whether ads are right or wrong, he believed he was standing for a fundamental right that should not be lightly overridden by law.

Mr. Sidener on April 23 quoted decisions to show that wherever the case had been tried, the courts had upheld the constitutionality of a statute similar to the law proposed in Wisconsin. He urged that wherever a publisher was in doubt about the character of copy, he should delay publication until he had investigated the truth of the statements made.

Mr. Sidener said that it is fit

and proper that newspaper publishers should pay cash to support the Better Business Bureau. The newspaper, he pointed out, profits by an increased confidence in advertising and the Bureau, serves the newspaper by making investigations which can be made best by a disinterested agent. Mr. Sidener then said:

PAPERS THAT HAVE CO-OPERATED

"Leading publishers, where bureaus of this kind are established, give them their support in terms of cash and space. In Cleveland, the *Plain Dealer*, *Press*, *Leader*, and in fact every newspaper in the city pays cash to the support of the Better Business Commission of the Cleveland Advertising Club.

"In Buffalo, the *Buffalo News* pays a cash subscription each year to the Better Business Bureau.

"In Indianapolis, *The News*, *The Times* and *The Star* subscribe in cash to the Better Business Bureau.

"In St. Louis, *The Globe-Democrat*, *The Post-Dispatch*, *The Republic*, *The Star* and *The Times* all subscribe cash to the Better Business Bureau.

"In Kansas City, *The Star* subscribes cash to the Advertisers' Protective Bureau.

"In Des Moines, *The Capital*, *The Register* and *The News* all subscribe cash to the Associated Vigilance Committee of Iowa.

"In Minneapolis, *The Journal* and *The Tribune* subscribe cash to the Vigilance Bureau.

"In St. Paul, *The Pioneer Press-Dispatch* subscribes cash to the Truth-in-Advertising Bureau. In other cities where definite truth-in-advertising work is being done, newspapers not only openly champion it, but they, as a rule, support it with every means at their command.

"There is no reason why the

CANADA will buy Machines and Tools Foundry Supplies & Shipbuilders' Requirements

THE output of many Canadian factories, foundries and shipbuilding yards is all contracted for months ahead. The problem is one of production rather than one of selling.

Always the quest is for new machines and equipment to speed up production. Operations are on so vast a scale that it becomes sheer economy to scrap deficient machinery, and to invest in equipment that saves time and men. Labor is scarce in Canada.

You reach attentive and responsive buyers of your lines by using the following four Canadian technical publications:

CANADIAN MACHINERY

THE only metal working paper in its field—Canada. An authoritative weekly market paper. Read by men high up, a paper of great influence. (\$3.00 per year.)

POWER HOUSE

THE only power plant paper in its field in Canada. Circulates among those responsible for the equipment and efficient operation of power plants of all kinds. Published monthly. Use **POWER HOUSE** if Canadian engineers are men you wish to influence and win.

CANADIAN FOUNDRYMAN

THE only foundry paper in Canada. Foundries are working to capacity. Use **THE CANADIAN FOUNDRYMAN** (published monthly) if you wish to convey your sales message to the buyers of foundry equipment and supplies.

MARINE ENGINEERING in Canada

THE only paper in its field in Canada. The shipbuilding industry in Canada is at flood tide. Yards down and out for years are alive. New yards are being established. Many yards sold up for years ahead. Speed's the thing. The market now and for the future for shipbuilding equipment and supplies of all kinds means heavy purchasing. Use **MARINE ENGINEERING** to establish new and profitable business connections. (Published monthly.)

NEVER before were conditions in Canada better for selling and for your salesmen. Use as a salesman of influence and power, with access to the man of decision, one or more of these four technical and thoroughly circulated publications. Specimen copies, detailed circulation statements and advertising rates sent on request.

The MacLean Publishing Co., Ltd., Toronto, Canada

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, England.



"Prove—To know by trial, to experience."—Webster.

It is an Easy Thing To Make Claims —We Seek to Prove

In placing before you our claims to recognition as your advertising agents, we make statements of fact—clean and unqualified assertions as to our ability to serve you.

We can do no more.

Unless,—you will afford us the opportunity to prove. It is this opportunity we seek. We realize that others may claim what we assert; that others may claim to be able to serve you better.

Do you not owe it to yourself, your business and commodity to make sure you have the best advertising service, the best advertising counsel and the best advertising organization money can buy?

We ask that you allow us, and any competing organization, to prove our relative abilities to be of profitable service to you.

We ask no more than this.

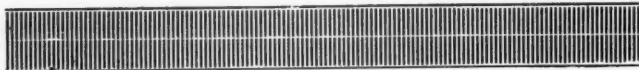
Is it not a fair request? Is it not equally fair to you and to us?



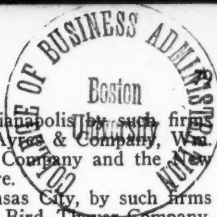
THE MANTERNACH COMPANY

Advertising Agents

HARTFORD CONNECTICUT



PRINTERS' INK



secretary of the Milwaukee Bureau would not publicly name the newspapers which subscribe to the bureau work. There is nothing to conceal in truth-in-advertising work. The bureau serves no one secretly. It truckles to no advertising medium and to no advertiser.

"The Milwaukee Journal, The Milwaukee Free Press, The Milwaukee Wisconsin and the Milwaukee Germania are to be congratulated because they furnish cash to make possible the work of the Better Business Bureau in their city. The Milwaukee Leader is to be congratulated because it gives space to advance the bureau's work.

"The Milwaukee News and the Milwaukee Sentinel are, of course, entitled to their opinions regarding the work. We are glad to have this opportunity to explain to you the purpose and character of truth-in-advertising work, that you may see the economic and moral worth of it.

"Because a bureau of this kind has 'no axe to grind' and 'pulls no chestnuts out of the fire' for any medium or any advertiser, it commands the support and confidence of the leading merchants of America.

ADVERTISERS BACK MOVEMENT

"In Chicago, the Better Advertising Bureau by the sheer merit of its work has enlisted the financial support of such institutions as Marshall Field & Company, Mandel Brothers, Carson, Pirie, Scott & Company, and other State street retailers.

"In St. Louis, the work enjoys the financial support of such institutions as Stix, Baer & Fuller Dry Goods Company, Scruggs, Vandervoort, Barney Dry Goods Company and B. Nugent & Brother Dry Goods Company.

"In Cleveland, it is supported by such firms as Halle Bros. Company, The May Company, Wm. Taylor, Son & Company, and the Bailey Company.

"In Buffalo, by such firms as Wm. Hengerer & Company, H. A. Meldrum & Company and The Kleinhaus Company.

"In Indianapolis, by such firms as L. S. Ayres & Company, Wm. H. Block Company and the New York Store.

"In Kansas City, by such firms as Emery, Bird, Thayer Company, John Taylor Company, and Jones Store Company.

"In Iowa, by such firms as Younker Bros., Harris-Emery Company of Des Moines and Killians of Cedar Rapids.

"In Minneapolis, by L. S. Donaldson & Company, Dayton's, Powers Mercantile Company and stores of like character.

"In St. Paul, by such firms as The Golden Rule, The Emporium and Schuneman & Evans Company.

"In Spokane, by such firms as Spokane Dry Goods Company, Kemp & Hebert, and the Culbertson-Grote-Rankin Company.

"In Portland by such firms as Jaeger Bros., C. H. Baker Co., and Eiler's Piano House.

"In many of these cities leading bankers and investment bankers financially support the work."

Cigarette Advertisements Barred in Kansas

House Bill No. 396, Laws of 1917, forbids the barter, sale, giving away or advertising of cigarettes or cigarette papers in Kansas. The bill has become law, and deserves serious consideration by the publishers of periodicals circulating in that State which contain such advertisements. Section 2 reads as follows: "It shall be unlawful for any person, company or corporation to advertise cigarettes or cigarette papers, or any disguise or subterfuge of either of these, in any circular, newspaper or other periodical published, offered for sale or for free distribution within the State of Kansas. It shall also be unlawful for any person, company or corporation to advertise cigarettes or cigarette papers on any street car sign, placard or billboard; or in any package of merchandise, store window, show case, or any other public place within the State of Kansas." Penalty—a fine of \$25 to \$100 for each offense.

Woolworth Holds to "Nothing Over 10 Cents"

The F. W. Woolworth Company has announced that it will not increase the price range of articles offered for sale in its stores beyond the 10-cent maximum. This announcement is interesting in view of the fact that the Kresge chain of stores has added a line of 15-cent goods.

The Individual Contract as a Last Resort

Renewed Interest in This Device of Maintaining Prices Following the Victor-Macy Decision

THE Victor-Macy decision—which was adverse to the "license" system of the talking-machine company—has served to renew interest in the individual contract as a legitimate means of maintaining prices. Especially has the system of the Manhattan Shirt Co. come in for comment in Congress and for study by advertisers.

The adoption of the individual contract with dealers would necessitate, of course, doing away with the wholesaler.

In this connection one of the country's most prominent retailers of Victor goods this week expressed himself to *PRINTERS' INK* as follows: "I hope that the Victor Company will now do what I have wanted it to do all along, namely, cut out the present system of distribution and establish in each city a wareroom, under the management of a salaried representative from the factory, the goods being distributed from these warerooms, as needed, to the retailers in the territory covered by each such stockroom. I do not suppose that as the result of the new system the goods would come through to us any cheaper, but I believe it would be a better arrangement, and I would like to see the expense of such warehousing charged to *production*, not to selling or distribution."

Another question newly raised is whether, if individual contracting with retailers is more generally adopted, manufacturers, with this as their last regulatory weapon, will require more assurances than heretofore regarding the business record and financial responsibility of each merchant handling their goods. It is obvious that an individual contract with a distributor is worth just what an advertiser could collect in damages, etc., from that distributor in the event of the vio-

lation of the contract by price-cutting or any other digression. The question arises, then, whether manufacturers, staking their all on individual contracts, will be prone to place their goods only through sound outlets of distribution where the danger of violation of contract is at a minimum.

TRADE COMMISSION UPHOLDS INDIVIDUAL CONTRACT

That there is nothing incompatible between the idea of the individual contract and the exclusive representation plan, should it be desired to combine the two, is indicated by one of the latest Conference Rulings of the Federal Trade Commission wherein it is held that under ordinary circumstances and in the absence of intent to accomplish an unlawful purpose, neither the Federal Trade Commission Act nor the Clayton Act prohibits a corporation dealing with but one firm in a given territory. In the framing of the laws mentioned and other Federal statutes it has always been kept in mind that it is the inalienable right of a business man to choose his customers so that there is absolutely no ground for the fear expressed in some quarters that an advertiser conducting his operations by means of individual contracts might be, by hook or crook, compelled to enter into contracts with retailers of whom he did not approve, merely because he had already offered similar contracts to other retailers in the same territory.

That advertisers are already taking steps to pin greater faith to the individual contract is attested by the fact that following the recent Supreme Court decision, there was sent out by Francis S. Whitten, president of the American Graphophone Company and Columbia Graphophone Company, a statement to Columbia dealers in which attention was

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET · CHICAGO

An organization
conscious of the past
and its verities, aware
of the future and
its promises, alive to
the present and its
opportunities. Sound
purpose, sane effort,
competent men.



The Art Mark

—which identifies
the work of the
Meinzinger Studios
Artists—trained men
who are forcefully
picturing to the world
many of America's
best known products.

MEINZINGER STUDIOS

Complete Art Service

—DETROIT

called to the fact that the decision does not in any way affect contractual relations between the Graphophone company and its dealers, "which are based on a direct contract between you and the Columbia company which has been upheld in American Graphophone Co. and Columbia Graphophone Co. vs. Boston Store."

This warning to Columbia dealers that the Victor's principal competitor intends to fight it out on the line of the individual contract concludes as follows: "In the Victor-Straus suit the Victor company sought to enforce its price system by a mere 'notice' against a concern which was not a party to any contract with the Victor company. In your case you have entered into a direct contract with the Columbia company which is valid and binding upon you."

If, with the individual contract as a last resort, advertisers are impelled to exercise greater care in the selection of outlets in the trade, with a view to choosing only distributors who have something to lose by breaking a contract, it is reasonable to suppose that the scrutiny will extend to the moral integrity as well as the financial responsibility of the chosen retailers. To an advertiser bent on maintaining standardized resale prices the nominal "damages" that might be collectable on a broken contract would be scant satisfaction for the havoc wrought by a distributor who would surreptitiously sell goods to a flagrant price-cutter. This aspect of the situation is suggested by the manner in which R. H. Macy & Co. obtained the Victor Talking Machines, the sale of which at reduced prices precipitated the long-drawn Victor-Straus controversy. In other words, it may be necessary in placing contracts to watch out for the small retailer who would not himself cut prices (or who would work but limited harm if he did), but who might be tempted to serve as the underground channel for obtaining goods for a department store or other conspicuous demoralizer of prices.

That manufacturer-distributor contracts to be bomb-proof must be drawn with considerable care is hinted by one of the developments in the controversy between the Columbia Graphophone Company and the Boston Store of Chicago. In this case, which has been but lately brought to the attention of the United States Supreme Court, one of the contentions made in behalf of the price-cutting department store was that a duly executed contract was applicable only to the goods delivered at the time the contract was entered into. The manufacturer argued that it was well understood, as between the parties to the agreement, that the formality of a new contract was not to be deemed necessary for each successive consignment of goods, but that the original contract was to cover all products thereafter ordered from time to time. The courts seem to have upheld the view of the manufacturer in this instance, but the advertisers who, in framing their contracts, desire to leave no loopholes may deem it worth while to clear up this point in the original instrument.

ADDED STRENGTH OF PRIVATE CONTRACTS

During the hearings last winter before the House of Representatives' Committee on Interstate and Foreign Commerce, Edmond E. Wise, the New York attorney who has served as solicitor for R. H. Macy & Co. in their various controversies with manufacturers, plainly sought to convey the impression that he regarded the private contract as the only worth-while bond between a producer and a distributor. The Supreme Court, moreover, in its opinion just handed down, takes occasion to emphasize that the blanket "license contract" on which the Victor company relied is not equivalent to private contract.

One point that is emphasized by all the authorities that have been interviewed for PRINTERS' INK is that though all the courts have given a clean bill of health to the individual contract, the manufac-

turer who determines to use this vehicle would best be sure that he has a contract devoid of any entangling alliances. If a manufacturer-distributor contract is not part of a system that operates to restrain trade or stifle competition, presumably all is well and good. That incorporation of a price-fixing feature is not to be construed, moreover, as injecting an objectionable element is supposedly proven by the success of the Manhattan Shirt Company in enforcing its arrangement by cutting off dealers that fail to live up to their agreement as to the prices at which the shirts are to be sold.

INDIVIDUAL CONTRACTS HAVE DISADVANTAGES

Nobody who has looked into the subject contends that the individual contract is a wholly ideal solution for the problems of the advertiser seeking to distribute goods under uniform conditions or that it has not its serious disadvantages. For one thing, redress must usually be sought in local courts instead of in the Federal courts. For another, there is the fear that even though damages be collected from a contract violator there is nothing but fear of a repetition of the experience to prevent him from turning around and duplicating the violation. Most distinctly, then, the private contract is not something to be drawn up by the manufacturer, signed and then forgotten—left to work out its salvation automatically. But if such a contract is, as appears, a "last chance" for the national advertiser, then would it appear worthy of close study for adaptation to his individual needs.

An interesting aspect of the individual contract proposition upon which, with his sharpened curiosity, many a general advertiser would like more light, has to do with the validity of a rebate feature as part and parcel of a producer-retailer agreement. Contracts whereby distributors who maintain prices or otherwise follow instructions as to sales get a bonus or a rebate at the end of the year have been O. K'd in

some of the lower courts, but to just what extent such contracts will be sustained in the higher courts is yet in doubt and leaves, unfortunately, one important phase of the contract situation to be cleared up. It may be suspected that a rebate contract to pass muster will have to be truly individualistic because, as has been reported in **PRINTERS' INK**, the United States Department of Justice has lately brought suit against the manufacturers of the Klaxon automobile horn for operations by means of a form of contract that the Government evidently holds to be objectionable as forming part of a system supposedly calculated to prevent competition.

Saxon's Contribution to "Business as Usual"

Last week the Saxon Motor Car Corporation, of Detroit, used full-page space in forty-five newspapers throughout the United States to help stabilize the country's industries and prevent business depression.

"Tend to Your Own Business" was the injunction at the top of the page. In a box was reprinted Howard E. Coffin's warning against indiscriminate economy.

In directing attention to the need of more work and less listening to idle talk the copy reads:

"We must be up and doing. We must co-ordinate and concentrate to push business.

"Every effort we can muster from farmer, mechanic, miner, manufacturer—every kind of labor—must be exerted toward utilizing and developing the great resources of this country.

"We must be economical, it is true. For economy is one phase of efficiency. But it is well to remember that 'Economy is the judicious expenditure of money.'

"Everywhere in America to-day we want development, not retrenchment.

"Put on more steam" should be the industrial slogan.

"We must plant more, grow more, harvest more, build more, advertise more, buy and sell more, be bigger and better business men—in a word 'do more.'"

To Study Export Problems

An Export Division has been formed in the Advertising Club of New York, with luncheon meetings every other Tuesday. Monthly dinners will also be given, with specially prepared programmes. The next of these, to be held May 18, at the club rooms, will be addressed by Dr. W. E. Aughinbaugh, George H. Richards, of the Remington Typewriter Co., and others.

The Papers They Read In the Bronx

Canvass taken on April 6, 1917 at 623 Courtlandt Ave., N. Y. C.

Names.	Apt.	Daily Papers.	Sunday Papers.
Hisset	1	Home News, Journal	Home News, American
Lenihan	5	Home News Only	Home News Only
Clarke	6	Home News Only	Home News Only
Davies	7	Home News, World	Home News, World
Fried	8	Home News, World, Journal	Home News, Times, American
Farley	9	Home News, Journal	Home News Only
Thompson	10	Home News, Journal	Home News, Times
McDonald	11	Home News, Journal	Home News, World
Henshaw	14	Home News, Journal, Telegram, World and North Side News	Home News, World
Dethloff	15	Home News, Times, Mail, Tel'm	Home News, Times
Lustbader	16	Home News, American	Home News, World, American
Stumpf	19	Home News, Journal	Home News, World
Rosla	20	Home News, Italian Papers	Home News, Italian Papers
Segert	21	Home News Only	Home News Only
Vall	22	Home News, Journal	Home News Only
Shortell	25	Home News, Journal	Home News, Times
Schreiner	26	Home News, Telegram	Home News, Amr'n, World, Tel'm
Wicks	27	Home News Only	Home News Only
Schelhorn	29	Home News, Jou'al, W'ld, Tel'm	Home News, American, World
Couple	30	Home News, Journal	Home News, American
Bakoffen	31	Home News, World, Journal	Home News, American
Gulde	34	Home News, Ger'n Papers, W'ld	Home News, Ger'n Papers, W'ld
Kovacs	35	Home News, Journal, Eve. Mail	Home News, American, World
Kracke	36	Home News Only	Home News Only
Grief	38	Home News, Journal	Home News, American
Campbell	39	Home News, American	Home News, American
Fagin	40	Home News, Journal, Eve. World	Home News, American, World
Shaw	42	Home News, World, Telegram	Home News, Times, World
Birnauer	48	Home News, Evening World	Home News, World

Using nine different metropolitan papers, an advertiser could only reach 22 out of 29 of these housewives—

BUT

—one ad. in the Home News would reach them all.

The above is but one out of thousands of similar cases.

Thousands Read No Other Paper

Bronx Home News

100,000

Copies each issue—guaranteed
Tuesday, Thursday and Sunday.
Thousands read no other paper.

JAMES O'FLAHERTY, Jr., Publisher, 373 East 148th St., New York

There are two other editions of The Home News published, one in Harlem and Washington Heights—Wednesday and Sunday, 100,000 copies of each issue; the other in Yorkville, 50,000 copies once a week, on Friday.

DOWNTOWN OFFICE: O'Flaherty's N. Y. Suburban List, 225 West 39th Street

FOOD!

"The war will not be won by men, money or munitions, but by the country that can hold out the longest with food."

Excerpt from speech of Asst. Secy. of Agriculture Vrooman before St. Louis Chamber of Commerce, April 18th.

Farm. Stock & Home

MINNEAPOLIS, MINN.

is urging its 140,000 readers to "do their bit" by farming to the limit every acre of ground that they can get in.

The following excerpts are taken from an editorial in the May 1st issue:

"There is every reason, military and humane, why we should plant the largest possible acreage of wheat and rye this spring. The same general fact holds true of all the other foodstuffs.

"Every pound of pork that we can produce as well as every bushel of grain, will be urgently needed to meet the food requirements of the world. Every lamb that we can raise should be kept to supply wool for the clothing needs of 1918.

"Such being the world wide situation, the farmers of America will not hesitate in their patriotic duty of farming to the limit every acre of ground that they can get in. F., S. & H. knows only too well the problems of seed and labor that confront them. It urged as strongly as it could the necessity of seed testing, seed holding, and seed buying early last fall. Many thousands of its readers benefited by this advice, but tens of thousands of farmers in the Northwest followed the shallow counsel of those who said that there was no danger and such farmers are now regretting their mistake.

"We shall have labor for the harvest! The Minnesota Food Commission, of which the Editor of F., S. & H. is a member, promises that. Already the large cities are organizing their forces, and, in some fashion, perhaps not in the best possible, but in the best way it can be done in the time left to us, the Minnesota Food Commission will stir up the cities and the towns to their duty, will see to it that training camps for farm laborers are provided and will find the men who can and will at this time of stress give their service in the harvest field as loyally as you are now doing."

Teaching Salesmen to Find New Prospects

What a Study of the Product and of the Territory Will Show

By G. L. Willman

Assistant General Sales Manager, The Studebaker Corporation, Detroit, Mich.

THE need for real salesmanship is before us. The ability of great corporations to find the right sales executives is going largely to determine whether they shall survive with the fit or go down with the unfit in the future progress of business.

In the past it has been enough that we make the right goods, but in the future the right goods will not be sold excepting with the right salesmanship, because engineering and manufacturing have developed to a point where all our competitors will be able to make as good things as we, and the one who succeeds is the one who sells the best.

The public will not break a path through the wilderness to any concern regardless of the quality of its goods unless that track is blazed by advertising, macadamized by the right sales methods, and the prospect brought to the very door by the alertness, persistence and persuasion of highly developed salesmanship.

The demand for expert sales managers is upon us now. The sales engineer and the sales counsellor will take their places at the directors' table in the future, just as the engineering and manufacturing experts have in the past.

The question, however, that concerns us to-day is, how can we qualify, or what are the things that we can do next to prepare for the future? My suggestion to you would be this: Get a map of your territory; a county and township map would be better. Mark out the population by counties. Jot into it the counties, the towns with the population after them. Your home office should be able to supply you with the correct number

of hardware stores, grocery stores, automobile registrations and other facts necessary for you to make an analysis of your territory.

The next thing to do is to make an analysis of the business conditions in each county in your territory, which county is the most prosperous, and why. What is the corn crop, or the wheat crop in that county in comparison with other counties? What are the dozen most prosperous towns in your territory? What ones do you think it would pay you to visit immediately? How many prospects have you in each one of these towns? When did you see them last?

INTENSIVE KNOWLEDGE OF TERRITORY HELPS MAKE SALES

The value of this study, and the absolute knowledge of actual facts in reference to your territory furnishes you not only with something definite to work on to obtain definite results, but at the same time it convinces you as nothing else can with a knowledge that your territory has an actual producing capacity. You know it is worth something to you to be convinced that the business is really in your territory, and if you don't get it out, that it is distinctly your fault. Also if you have a general knowledge of facts concerning the business prosperity and buying capacity of your territory it furnishes you with an inspiring background for your sales story. If you can show a man and convince him of the prosperity of his town and what he may expect out of it if he is prepared with modern appliances to get the business, you have given him the confidence and optimism which often is all that is needed to bring him to the buying point. One of the best ways in the world to con-

Part of a recent address before the Bowser Manufacturing Co., Fort Wayne, Ind.

vince a man of his needs is to show him that your goods will put him on an equal footing with his competitors and enable him to get his share of the business they are now getting because of superior equipment and service!

After having analyzed and studied your territory and convinced yourself of its possibilities, you are ready to take the next step, which is to plan for a definite amount of business to be secured every month. For instance, if you are going to get \$48,000 in business out of your territory in the next twelve months, it means that you must get exactly \$4,000 of business every month, \$1,000 of business every week. On that basis you should lay out your work to give you this definite figure at least on a thirty-day basis. If you can plan your work to get a thousand dollars each week, so much the better. When you look forward to the next thirty days with a definite knowledge that within that time you must get \$4,000 worth of business, you are going to think in terms of towns and actual *buying* prospects in those towns. You are going to determine that it will be necessary for you to see a certain number of prospects of whom you can be reasonably sure a certain number will sign an order.

This means three things. First, that every thirty days you must dig up a new crop of prospects to take the place of those you lose or sell. This means that definitely you must see a certain number of new prospects at least each week, preferably every day. Second, you must see a definite number of old prospects every week and preferably every day whom you are certain will buy *now*. Third, you must keep a perfect prospect record. A file of prospects in an ornamental file is nothing but a dust catcher and a junk pile, unless it means that it contains live data which you are actually using and *need* every day of your business life.

If you are going to get \$4,000 of business every thirty days, you must be able to sell a certain number of prospects on the first call,

or at least on the second. When you *must* get a certain number on the dotted line every thirty days, you will find first call and second call sales really can be made. This shows how important it is that you should analyze your territory, know where the best business is, and where the best buyers are, so that your work may be directed efficiently towards your most productive territory, and the less important territory must be covered only after you have done justice to your most important territory. It will require a nice adjustment of your time and travel to determine how much of your time you can efficiently and profitably spend in each town.

In order to close your prospect on the first call you must be a master in handling your sales points and specifically in adapting them to the exact needs of a particular prospect. I know of no better way of marshalling a number of sales points than to take a sheet of paper and write them out one after another, then classify them, group them so that you will not waste time by talking to the man about things too general to apply to his business.

GETTING THIS INFORMATION REQUIRES STUDY

This brings us to the necessity of studying the exact needs of a prospect. Why does he need your particular equipment? Just how much of it does he need? What style, type or model? This means that you have got to think about his business, analyze about how much he does, and especially how much more he could do if he had the right appliance. Sometimes a minor fact like the advertising value of good equipment is the straw that brings the balance of the order in your favor.

About eight or ten years ago there was an average solicitor for a big specialty house, and I won't tell you whether it was cash registers, adding machines, or typewriters. This man rose in less than two years' time from an average solicitor to be sales manager of his company.

"How did I do it?" he said.

Why is the New York Evening Post so much discussed these days?

BECAUSE it is the most conspicuous of the few American Newspapers that are trying in the midst of the clamor of War, to keep their heads, their tempers, their sense of proportion and fair play.

Because it is trying to do what it can to preserve from destruction, under the pretext of "Military Necessity," those precious traditions of Democracy, Free Speech and Tolerance of minority opinion which our fathers established and which with so much difficulty have been preserved.

Because it is fervently opposed to Prussianism in all its forms, and is trying to stand guard against the adoption of Prussianism under any guise by America. Its owners and editors are all Americans who deeply desire their country to render the highest service to the world, not only now in War, but in the time of reconstruction that is near at hand.

New York Evening Post

More than a Newspaper—a National Institution



It is unjust to your business organization that you do not learn all there is to know about

PRINTED SALESMEN


They provide a wonderful merchandising advantage and are easily acquired.

Established more than fifty years. The largest high grade printers in the world

The Lakeside Press

R. R. Donnelley & Sons Co.

Chicago, U. S. A.



**Cultivate
Canada**

Ask Us How
We are on the spot
and know conditions

SMITH, DENNE & MOORE
Limited
General Advertising Agents

Lumsden Bldg. **TORONTO**
BRANCHES: New York London Paris

"Well, I was a solicitor of the average kind, doing the average thing and getting the average pay, and I began to think about my future, and I decided that if I continued in the average way, doing the average thing, that I would always be the average man at the average pay, so I decided to do something a little different from the average. At that time we called on practically only one line of business. It was supposed that our particular machines could be used only in this particular kind of business. Naturally there were only one or two places of this kind in a small town, and when we finished calling at these two places we were done until the next train went out, and this sometimes meant anywhere from two hours to half a day in the lobby of the hotel, and when I decided that I wasn't going to do the average thing I decided that instead of calling on just the one or two prospects that we were supposed to call upon, that I would also call on a totally different kind of business.

BUSINESS ANALYSIS PAID

"The first man I called on laughed at me, and I don't blame him, because I couldn't tell him a single thing that my particular machine would do for him, so I asked him if he wouldn't let me get into his business and make a careful analysis of it, and when I finished, if I could show him where my machine would help him, I would be glad to put one in on trial and show him. He introduced me to his bookkeeper and I spent a considerable amount of time analyzing his accounting system. I did this at several other places of business in towns which I visited, and incidentally found that his competitors were using some methods better than his, and that he was using other methods better than they were, but I made a composite study of all of the methods and began to see how great improvements could be made in the method of handling and accounting if they used my particular machine.

"After I had made this study and secured this information, the second man I called on let me put one of my machines in on trial. In three months I sold it to him.

"It didn't take the home office long to find out that his money was just as good as the other fellow's money, and they sent for me to tell them how I got it. But there was another thing that entered into the proposition. When I made up my mind that other businesses could use my particular machine, I found that instead of wasting my time in the lobby of the hotel, that I never had time between trains to see all the prospects that I wanted to see in each town, and I was compelled to stay over in very many cases. I also found that I could make real money for myself and my firm by using a livery rig between distant prospects. Time became the most valuable thing in my work."

This man is one of the best known sales managers in the specialties business, a keen analyst, a thinker, a planner and an executive of a high order. And this because he was an apostle of the new order of things. He had an open mind.

The greatest consolation that we have in life is to note the improvement in ourselves year after year. There is no more splendid reward for high purpose, sound thinking, hard work, and purposeful plans than the splendid reward of seeing yourself grow. And let us all to-day be inspired and encouraged with the thought that the salesman has always been a pioneer of better business, and he will be more so in the future than he has been in the past.

Pilgrim Publicity Association's New Officers

Frank A. Black, advertising manager of William Filene's Sons Company, was elected president of the Pilgrim Publicity Association, Boston, at the annual meeting held last week. The other officers elected were Edward F. Cullen, vice-president of the Johnson Educator Food Company, vice-president; Carroll Westall, secretary, and George D. Moulton, treasurer. New directors chosen were: Adolph H. Ackerman, John K. Allen, Henry C. Grover, Frank T. Hull, Henry Kuhns, Thomas J. Feeney and James A. Stafford.



SEND US A COPY OF YOUR HOUSE ORGAN

At the same time send us a frank letter telling us your reasons for the use of this house organ and the general nature of the mailing list.

We may be able to make some valuable suggestions—maybe not.

Anyhow this proposal should be worth your while.

Our salesmen do not call unless requested.

ARROW PRESS

"Salesmanship in Print"

320 WEST 39TH STREET
NEW YORK CITY

Telephones: Greeley 329, 330, 331

Publicity Law Might Have Helped Country More Than Sherman Act

George W. Perkins Says It Would Have Been Instrumental in Adjusting Relations Between Capital and Labor—Percival S. Hill, Henry C. Brown and Others Express Appreciation of Bureau of Advertising Service

GEORGE W. PERKINS, whose activities in behalf of political and economic reforms, and whose efforts to establish public markets have made him more widely known than anything he did as a partner of the late J. Pierpont Morgan, made a deep impression upon the members and guests of the Bureau of Advertising of the American Newspaper Publishers' Association at the annual luncheon at the Waldorf-Astoria in New York on April 25th when he said:

"If Congress, years ago, had enacted a publicity law instead of the Sherman Anti-Trust measure we would be much further along in settling the problems affecting the relations between capital and labor than we are at present." The sentiment was vociferously applauded.

Mr. Perkins had been discussing the value of advertising, in which he thoroughly believes. "The more I see of advertising," he said, "the more I am for it. The institutions with which I have been connected during the past twenty-five years have spent millions of dollars to inform the people upon matters of importance concerning their affairs. For years it was the policy of these corporations to ignore the public's right to a more intimate knowledge of their affairs. They appeared to think that it was not entitled to anything more than perfunctory statements. If a gift of \$50,000 was made to the Y. M. C. A. they wanted to conceal the fact from the stockholders, and therefore their first concern was to find out to what account it could be charged so that the public would know nothing about it.

"Recently the United States Steel Corporation gave \$100,000 to the war fund of the Y. M. C. A. and the fact was made public

without the slightest hesitation. The stockholders said that the corporation had done the right thing and approved of it. This indicates the change that has taken place in the attitude of great business institutions toward publicity. If you trust the people they will trust you.

"The more I have studied, worked with and seen the results of full, frank and complete publicity the more I have come to believe that it is almost a cure-all for many of our modern business ills. I believe that the reason why publicity in our day and generation can accomplish so much is primarily because of the intelligence and fair-mindedness of our people. I believe that all our people as a whole, want or ask for is a fair, square deal. They do not expect managers of business concerns or leaders of political parties to be infallible; they know they are human and liable to make mistakes; but the people want to know how their business managers and political leaders handle the affairs entrusted to them.

AMERICANS FEAR THINGS DONE IN THE DARK

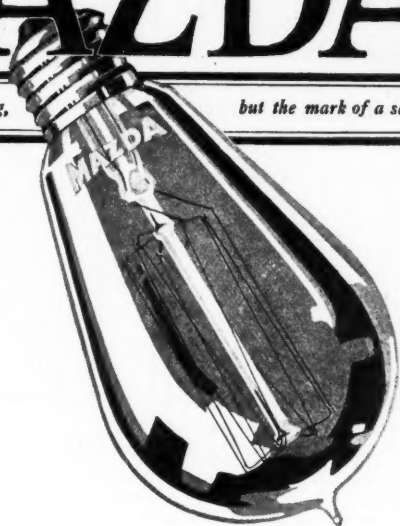
"We Americans are not afraid of things simply because they are big, provided that they are big in the open, above-board; but we are afraid of large aggregates of secretive, blind-pool methods. And it is largely because of secretive, blind-pool methods that our people have been afraid of large aggregates of capital under what is known as corporate control. That is why they have been afraid of legislation conducted by a small group of men in star-chamber councils.

"So far as complete publicity has been practiced in our large industrial corporations it has been

MAZDA

"Not the name of a thing,

but the mark of a service"



The new light that MAZDA Service throws on lamp-manufacturers' problems is reflected in the brighter, whiter light that MAZDA Lamps give in your home.

THE MEANING OF MAZDA

MAZDA is the trademark of a worldwide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive

this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE
GENERAL ELECTRIC COMPANY



ADVERTISING and SALES MANAGER

The A. & S. Manager of a Company located in a small Southern town is slated for General Manager as soon as the proper man can be found to fill his shoes.

This Company manufactures a proprietary medicine, marketed thru the trade—covers 22 states—employs 20 salesmen—and spends \$100,000 a year in advertising, including newspapers—copy and contracts direct.

EXPERIENCE:—The ideal man would be one born on a farm—clerked in a general store—road job—reporter on a small paper—a thoro knowledge of advertising from checking to copy writing—age from 25 to 40—and sufficient of a man to win the liking and respect of a hard bitten sales force.

ABILITY:—This experience is but dust and ashes without the one essential—creative ability, initiative, the capacity to think along original lines.

The Company is ten years young, sales now over the half million mark annually, showing an average increase of 25% each year for the past five years.

The initial salary will be \$3000 a year. No references will be written until after a personal interview. This will be arranged provided your *first* letter contains data of sufficient interest.

Address S. & A., Box 287, Printers' Ink.

equally successful. Is it not high time, therefore, that we gave more thought to, and applied in a more practical way, the principle of publicity in our industrial and political affairs?

"Publicity would accomplish what the Sherman law does not, *viz.*, abolish false prospectuses, over-capitalization and stock-watering. Full and complete publicity would practically do away with these and kindred bad practices and crimes which are constantly recurring and for which the public has no redress at present. I stand for and believe in publicity—full, frank and complete."

W. A. Thomson, the director of the bureau, in a five-minute speech told of the work done by it. "If I were asked to name the biggest thing the bureau has done," he said, "I should say without hesitation that it has pointed an opportunity to the newspapers of North America. This opportunity will be fully won when the bureau's work of making two lines of advertising grow where one grew before is supported unanimously by the publishers of this country and Canada."

AMERICAN TOBACCO COMPANY ASKS PUBLISHERS' AID

Percival S. Hill, president of the American Tobacco Co., who was introduced as America's greatest advertiser, was greeted with the heartiest kind of applause by the publishers who had long done business with his company but who had probably never set eyes on him before.

Mr. Hill expressed his appreciation of the valuable ideas that had been furnished by the Advertising Bureau and then went on to say:

"It is the easiest thing in the world to buy space—anybody can do that—but the hardest thing is to advertise profitably. The proper filling of space requires marked ability. Efficient advertising brings about an immediate response. The degree of the response is not so noticeable in the case of an old, well-established article as in the case of a new article. We cannot produce the same thrill, and if

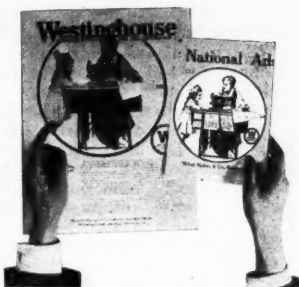
we fail to get the thrill we have to cancel the advertising. It is no fault of yours that we are obliged to take this course. Then we have to get busy to find the idea, which, put into proper form in the copy, will produce the desired results. Let me impress upon you the fact that you can do nothing better to help us than furnish us with helpful, practical ideas."

Henry C. Brown, of the Victor Talking Machine Company, which invests over a million and a half dollars annually in advertising, said among other things:

"Advertising has proved to my satisfaction that it does pay. Five years ago our company was not spending a nickel in newspaper advertising. We are now spending one-fiftieth of the \$550,000,000 invested in advertising in the United States, our expenditure last year being \$1,062,000. I promise a still further increase if you will still continue to produce results. The Bureau of Advertising is doing a splendid work in behalf of advertising. The Vigilance Committee of the A. A. C. W. is helping to weed out the fakers. Hoe out of your column all the dishonest or misleading advertisements. We don't want our own advertisements to be seen in their company. For every \$1,000 worth of such stuff that you throw out \$10,000 will come back."

Francis H. Sisson, assistant chairman of the Railway Executives' Advisory Committee, after showing that co-operative action had become an important factor in commercial, social and industrial affairs, went on to say:

"I am proud of the newspapers of the United States, of their patriotism, their business efficiency, and I know that their power as leaders of thought and as servants of business has been greatly furthered by this organization, emphasizing, as it does, their community of interest and their national scope. Speaking for the railroads, may I extend the wish that better understanding may ever follow better acquaintance and these two great servants of the public continue to serve it



HALFTONES or LINE CUTS?

Whichever you are planning to use in your next booklet or catalog, we make the paper that will give you the most satisfactory results:

TICONDEROGA EGGSHELL BOOK for line plates and straight type matter;

TICONDEROGA SPECIAL MAGAZINE for halftone work, in either black or colors.

Have your engraver prove up your next set of plates on one or the other of these two papers. That is the real test.

We specialize in the manufacture of Eggshell Book and Special Magazine, and are therefore able to make them absolutely uniform in quality.

Samples of both papers will be gladly sent for proving purposes. Write us on your business letter-head.



**TICONDEROGA
PULP & PAPER CO.**

200 Fifth Avenue
NEW YORK

better? While the newspaper answers the daily prayer for light, it is the railroad which brings response to the daily prayer for bread. Both are vital factors in our daily life."

The address of Pomeroy Burton, of the *London Mail*, will be found elsewhere in this issue of **PRINTERS' INK**. The remarks of John M. Imrie, manager of the Canadian Press Association, were reproduced in last week's paper.

In his opening remarks John F. MacKay, of Toronto, chairman of the committee in charge of the Bureau of Advertising, who presided at the luncheon, sounded a patriotic note which brought a quick response from his hearers when he said:

"Let the first word uttered from this platform to-day be one of congratulation that the two great Anglo-Saxon peoples—and their noble allies—are at the present moment united in what, it is hoped, will prove to be an indissoluble band on behalf of the liberties of mankind, and to utter a fervent word of prayer that the day may not be far distant when victory, complete and overwhelming, will crown the efforts of their forces, and that that brighter day be ushered in when men shall 'beat their swords to plowshares and their spears to pruning-hooks.'"

Will Exhibit Model Business Library

One of the interesting projected features of the exhibit arranged by the National Educational Committee of the A. A. C. of W. at the St. Louis convention is the collection of 1,600 books on business which the sub-committee on libraries is planning to bring together. It is hoped that all the books included in the list published last year by the committee will be present in this model library, which will be by far the most pretentious "specimen collection" of business books ever assembled.

Gebler With Atlas Trucks

Robert T. Gebler, formerly advertising and sales manager of the Keasbey & Mattison Company, of Ambler, Pa., has been appointed advertising manager and assistant sales manager of the Martin Truck and Body Corp., of York, Pa., builder of Atlas Commercial trucks.

Let Instinct Be Guide in Writing Copy

BRIDGEPORT, CONN., April 24, 1917.

Editor of **PRINTERS' INK**:

As pointed out by Professor Hotchkiss in **PRINTERS' INK** of April 19—"there are many things in advertising copy," more vital than grammatical rules."

Isn't instinct stronger than logic? Of course, purity of the written and spoken word is highly desirable, but when you read the tirades of purists on "Words and Their Uses" does it get you any nearer "purity"? Not one iota! Every purist delights to illustrate all the errors in the list, by extracting certain words and phrases, taken from the writings of his fellow-purists.

Nothing right about that, surely. Language is for the purpose of expression—if we overload ourselves with the "hundred and one" errors, we become stiff and unnatural. The meat of our message—advertising or otherwise—becomes obscured.

In the writing of advertising copy isn't instinct a better guide than logic? Yes, for the English language is profuse with elisions, substitutions, idiomatic phrases, etc. When these purists are guided by their instinct they make the very same mistakes which they condemn in others.

Why not let us add to our store of the differences and shades of meaning in words, variety of expression, rather than to the suppression of errors? Naturally, as the mind becomes filled with richness error is crowded out.

Common sense, guided by the right instinct, is, after all, "the milk in the coconut"—it makes for a message that is understood—that sells goods!

CLINTON CHURCH STEVENS.

International Trade Press Buys Another

The *Road-Maker*, a monthly journal devoted to problems of highway transportation, published by the Road-Maker Publishing Company, Inc., of Moline, Ill., has been purchased by the International Trade Press, Inc., of Chicago, publisher of *Electrical Review & Western Electrician*, *Cement World* and other publications. Beginning with the May issue, the *Road-Maker* will be published in Chicago.

Use of Flag on Mail Matter

The Postmaster at New York has issued a precautionary note to the public regarding pasters or stickers showing the American flag affixed to letters or wrappers of mail matter. The pasters should not be placed in such a position that the flag may be defaced by the postmarking or cancelling stamp, or over the edges of folds, cards, etc.

Leonard Tingle With Butterick's

Leonard Tingle has resigned as associate editor of *Hardware Age* to join the Butterick organization.

The Government is Right

Wallaces' Farmer wishes to heartily endorse the recent ruling of the Postmaster General, requiring that publications, in order to be entitled to Second Class Mail Privileges, receive at least 50 per cent of their regular advertised annual price for a single subscription, no matter how that subscription may be obtained.

We consider it the most constructive action that the Department has taken in many years. It makes clear at last what constitutes a "legitimate list of subscribers," as contemplated by the original act, conferring Second Class Privileges to publications.

It will correct many of the abuses which have been known to exist by advertisers, and prevent further abuses.

The rigid enforcement of this ruling will mean a much larger measure of value to advertisers in the circulation they buy. Publications hereafter will be more nearly circulated on their merits, as this ruling will prevent to quite an extent, give-away circulation.

Wallaces' Farmer suggests to advertisers that they can render real service to advertising, and do much to insure the stability of both advertising and legitimate publishing, in the future, by writing Postmaster General Burleson that they heartily endorse the ruling.

Modification has been asked by many publications, and pressure will undoubtedly be brought to bear. Advertisers can render this protest ineffective by endorsing this ruling.

More valuable inquiries to the advertiser, and more sales from inquiries received, are assured to the advertiser by this ruling. It is a protection to the advertiser and a protection to the reader of publications, which they should receive.

If you are not posted with regard to this ruling, write us, and we will be glad to see that you will get full information.

WALLACES' FARMER DES MOINES, IOWA

For twenty-two years, Wallaces' Farmer has had the subscription policy of requiring payment in advance for all subscriptions, stopping when the time is out, unless renewed.

Of course we have been members of the A. B. C. since its inception.

WALLACE C. RICHARDSON, INC.
Eastern Representatives
381 Fourth Ave., New York City



GEORGE W. HERBERT, INC.
Western Representatives
Conway Building, Chicago

WOODWARDS INCORPORATED

Merchandising Counsel Advertising



R. L. WHITTON • President
900 South Michigan Avenue • Chicago

An Established Selling Organization—for Hire

A large foreign (neutral) manufacturing concern, with New York and Chicago branches and covering the United States, will handle the entire marketing of several high-grade specialty products of merit, which can be sold to the grocery, drug or confectionery trade. Is at present unable to bring its own goods to this country freely because of war conditions, but is desirous of maintaining its existing sales and office organization. Has thousands of current customers in the lines mentioned, throughout the United States. Can employ its own capital in the exploitation work and make permanent any present arrangement, even after importing conditions become normal. In answering, give fullest particulars, which will be treated in strict confidence.

"A. E.," Box 277, care of Printers' Ink.

War Will Clean Out Advertising's Deadwood

Now is the time when the false-work of advertising will show itself, according to O. H. Blackman, president of the Blackman-Ross Co., speaking before the Representatives' Club in New York last Monday.

"I was asked recently," said Mr. Blackman, "what I would say to advertisers who might be thinking about cutting down their advertising because of the war. Anything that we advertising men might say at this time along these lines might sound like a death-bed repentance. If we haven't built up a certain number of those who look on their advertising as insurance, as they would on an estimate from the building department or the supply department, then we're not going to do it in a few weeks. The man who thinks of cutting out advertising now, after seeing the prosperity of his neighbors across the border in Canada, is not going to be influenced much by what we say. But there is nothing either abroad or here at home to shake his belief in advertising. The best thing that is going to happen to our business is that this war is going to show us the false-work in our business for us to kick away. But it is not a time for piecemeal work. The war must make us band together to do our best. I expect shortly that there will be announced a national organization of advertising agents to clean up the loose ends of our business, and you publishers should also so organize for this purpose. If we are not well organized such a movement must lose."

Ivy L. Lee also addressed the meeting.

Brisbane on Free Space for Uncle Sam

The fact that one newspaper or chain of newspapers chooses to devote its space free of advertising payment to the appeals of the navy is no reason for demanding that the small weekly and daily newspapers throughout the country shall accept Government advertising free.

In Congress three gentlemen, who are politicians first and newspaper owners afterward, declared that the newspapers of the country should print the advertising of the Government and charge nothing for it.

We are sure that every newspaper editor, no matter how small his income or how great his difficulties with the present extortionate charge for white paper, would gladly accept this suggestion—if other citizens would do the same.

There are thousands of editors in the United States whose total profit in a year is less than the price that an ammunition maker charges for one single big explosive shell. These smaller editors, working, many of them, for less than the pay of a good day laborer, would like the ammunition makers, the bankers and the others to offer what they have to the Government without charge, if the newspaper

Less than Standard Rate

We believe \$2 a page per thousand circulation is an equitable rate for the highest quality \$4 a year circulation.

Our rates are based on this standard, but our circulation makes our actual rate \$1.66 a page per thousand.

Present Circulation 75,000

Present rate \$125 a page

The Atlantic Monthly

MEMBER A. B. C.

Who also publish
The House Beautiful

New York Chicago Boston

FOR THE Small Manufacturer

MY service is particularly intended for the small manufacturer whose expenditure does not justify agency connections—

Although I am working hand-in-hand with the advertising managers of many large corporations in planning and handling their work.

Folders, booklets, trade paper ads, technical bulletins and articles—everything in advertising but the placing—

I sell Nothing but my Services.

WILLIAM S. WALKER
Park Building, Pittsburgh, Pa.

National Advertising Executive Wants Bigger Job

The head of the advertising department of a big national advertiser, member of the A. N. A., is hardly satisfied with what the future has to offer in present position.

Successful now, beyond question, but must have more remuneration and a bigger opportunity than connections now seem to afford.

Three years with advertising agency, in service department; one year at sales work exclusively; seven years in capacity of advertising man; six years with present employers.

Prefer agricultural, automobile or accounting equipment lines because of experience at this kind of work. Salary \$5000 to start if position promises permanency and future dependent upon my ability to make good and get results.

Age 35 years, married, Christian, financially independent. Kindly state a few facts about your opening with request for interview.

"N. A. E.," Box 284, Printers' Ink.

"The
Salt
of the
Earth"

editor is expected to give without charge the only property he has for sale, which is his circulation and his white paper.

Will the Congressmen who ask small editors to work for nothing also work for the Government without any salary—because they love the Government so—during the war period?

When they and the others who get Government money and Government contracts shall have announced that they will charge the Government nothing and work free of charge out of pure patriotic affection, it will be time to ask the local editor to donate his space free of charge.

It would be rather humorous to say to a copper producer: "You must show your patriotism by selling copper to the Government at a profit of only three hundred per cent," and say to the country editor who makes a bare living: "You must show your patriotism by charging the Government nothing at all."

It wouldn't be a bad idea to cut the copper men and the steel men down to a profit of say two hundred per cent, or even one hundred per cent, and use the difference to tell the people through the small newspapers what the country needs.—*From editorial in New York Evening Journal.*

Sales Figures in Advertising Copy

Last week PRINTERS' INK pointed out editorially how sales figures may be used to advantage in advertising copy. It is interesting to note in this connection the current copy of the California Fruit Growers' Exchange on the back cover of *Collier's Weekly*. "A Thousand Million Sunkist Oranges" is the heading of the copy, which continues as follows:

"Consider that figure a moment! The American public consumed last year more than one billion Sunkist Oranges.

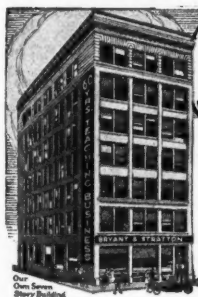
"Thus a healthful benefit, affecting millions of people, has been distributed broadcast under the name 'Sunkist.'

"Eight thousand California growers, in a great co-operative, non-profit organization, for years have produced vast supplies of these *uniformly good oranges*; and, through truthful advertising, have told men and women about them.

"These two facts together, probably more than any other influence, have widened the scope of this natural good."

To Prevent Defacement of Recruiting Posters

The mutilation of recruiting posters has become so extensive in New York that District Attorney Swann has been appealed to, to institute measures that may prevent it. According to the prosecutor the mutilation of these posters constitutes a misdemeanor under Section 1425 of the Penal Code, which prohibits malicious injury to property. The offender, if found guilty of such violation, becomes liable to a fine or imprisonment, or both.



H.S. Duntz
Editor
"Herald Tribune"



R.W. Nicholson
Adm. Hq. The Register Co.



P.R. Shuman
Pres. Shuman Adm. Co.



B.H. Egan
Adm. Hq. Co.



C.C. Shadell
Adm. Hq. Co.



A.K. Hoffman
Adm. Hq. Co.



J.E. Stevens
Adm. Hq. Co.



J.E. Stevens
Adm. Hq. Co.

Well-Known Men Conduct Course in Advertising and Salesmanship

Realizing the need for practical and expert instruction on this subject, these men have co-operated and evolved a practical course in advertising and salesmanship. This is being presented both in the resident class in Chicago and by correspondence throughout the country. None of these men are "professional" teachers. They are all practical advertising and sales managers with years of experience. The atmosphere of their daily work pervades their lessons. Under their guidance, students can clip off at least ten years of hard work.

First Practical Course

The course is nine-tenths practice and one-tenth theory. Students engage in advertising work as soon as they enroll. Every lesson carries the human touch that makes you eager for the next. Enrolling in this course is more like going to work as an assistant to a master sales and advertising manager than it is like going to school.

Free Vocational Analysis

To determine whether or not students are eligible for this course or whether they are qualified to succeed as advertising and sales managers, each is personally analyzed free by a well-known vocational director. This course is not open to everyone who has the tuition fee. Only those qualified to succeed are enrolled.

What This Course Covers

Students are taught the mechanics, the theory, and the practice of advertising. They are taught by actually preparing advertisements for magazines, newspapers, billboards, etc.; by preparing booklets, mailing cards, folders, and other sales literature. They are taught how to analyze markets; plan complete sales and advertising campaigns; edit house organs; conduct a mail order business; and write strong, convincing, "human interest" sales letters. The course is not academic, but is complete and practical.

The attached coupon will bring full information.
Mail it.

Bryant & Stratton College
2732 Bryant & Stratton Building
Chicago, U. S. A.

TEAR OFF HERE AND MAIL

Coupon

Bryant & Stratton College

2732 Bryant & Stratton Bldg., Chicago

Gentlemen:—Please send me Free Book, "From Poverty to \$10,000 a Year" Personal Analysis Chart, and full information on your course in Advertising and Salesmanship.

(Name and Address on margin)

WANTED

an experienced Office Manager and Systematizer

We have an exceptional opportunity for a high grade man who has had experience in office management, preferably in connection with publishing or advertising.

He must know how to plan an office and all the details subsequent to it, including filing, indexing, correspondence, systems and routing of orders. He must be a man of ability; one who can plan and execute; broad-minded, a quick thinker, above personal prejudice and capable of handling men and situations.

Please give experience in detail, salary expected and your present business relations.

We will return all letters.

"ORGANIZER," Box 286, care Printers' Ink.

Advertising Elects the Mayor of St. Louis

The Copy That Was Published, the Follow-Up Employed, and the "Merchandising" Done

IT seems fitting that St. Louis, the host of the thirteenth annual convention of the Associated Advertising Clubs of the World, should elect a Mayor through the use of carefully planned advertising. It so happened that Mayor Henry W. Kiel is a member of the Advertising Club of St. Louis and attended both the Chicago and Philadelphia conventions. His convincing manner and abilities as an organizer won many votes for St. Louis in its efforts to get the 1917 convention. Mayor Kiel's record during the four years past as chief executive of the metropolis of the Mississippi Valley showed a remarkable record of achievements. Seventeen of his eighteen platform pledges were fulfilled.

A member of the Advertising Club of St. Louis conceived the plan of creating a non-partisan organization of business men to support Mayor Kiel's candidacy for re-election. This organization he called the Kiel Endorsers—a non-partisan group of men who believe Mayor Kiel's election will mean a Greater St. Louis. The name coupled up the Mayor's name and the purposes of the organization—just the combination sought. The entire campaign was built around the plan of getting individual cards signed, endorsing Mayor Kiel. These Kiel Endorser's cards had an

influence wholly unlike that usually secured from long lists with many names. In signing a single card, it was as though a note or obligation were signed. It carried a singleness of responsibility which is lost when a man signs a lengthy list with many other names. This is a point for political advertisers to bear in mind.

Col. C. P. Walbridge, a former Mayor of St. Louis, a man prominent in business circles, was selected as chairman of the organization. He had a wide acquaintance, having served as president of the Chamber of Commerce.

What the Democratic Newspapers Said of Mayor Kiel Prior to the Campaign

ST. LOUIS POST-DISPATCH (Democratic)

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

ST. LOUIS REPUBLIC (Democratic)

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

ST. LOUIS GLOBE-DEMOCRAT (Republican)

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

ST. LOUIS STAR

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

Mayor Kiel has been a progressive, wise, and honest, and his personal character will be his best recommendation to the people of St. Louis.

ONE OF THE ADVERTISEMENTS THAT BACKED UP THE PERSONAL WORK

The four vice-presidents were the president of a large wholesale house, a union labor official, a manufacturer employing over 4,000 men, and the president of the largest department store in the city.

The executive committee selected for the Kiel Endorsers was composed of fifty business men. From out of this group was selected a committee of seven, known as the publicity committee. This committee was the working machinery of the campaign. It mapped out everything that was done and in turn approved every plan that was put into action. The plan as worked out was the use of advertising in the daily and weekly newspapers, the distribution of 43,000 booklets, entitled, "Reasons Why You Should Be a Kiel Endorser," the use of 150 twenty-four-sheet posters, two letters sent to selected lists of business men from the membership of the Rotary Club, Chamber of Commerce, Merchants' Exchange, Elks, Jovians, and some eight or ten other organizations. With each of these letters was enclosed a Kiel Endorser's card. One hundred and twenty thousand of these cards were distributed. A personal letter, over the mayor's signature, was sent to voters in doubtful precincts. The appeal made was along business lines—not from any angle of a political nature.

There were 137,000 small cards distributed previous to the primaries and 12,500 buttons. Three thousand "Vote for Kiel" badges were distributed on primary day—these among the workers at polling places. There were 5,000 cards distributed, printed in Jewish. There was a total of 6,000 banners—"Kiel for Mayor"—distributed among owners of automobiles and trucks throughout the city; this was just previous to both primary and election days. Two days before the election, a letter was sent to the 22,000 Kiel endorsers, urging them to turn out on election day and also to get another voter for Kiel. There were 130,000 cards distributed previous to election in various

parts of the city. Two days before the election, Mayor Kiel sent a personal letter to 82,000 voters in doubtful wards of the city. This was the final drive and mailed at the same time that full page ads were run in various papers.

The advertising of the Kiel Endorsers cost \$9,400, in addition to which there was possibly \$3,000 invested in the newspapers by the Republican City Central Committee.

The copy was built entirely around the argument that Mayor Kiel had accomplished results—having fulfilled 94 per cent. of his platform pledges. "No business house changes competent executives every few years—nor should a city," was a phrase used.

An office was rented in the Railway Exchange Building, well equipped with new furniture of the modern type. Usually political campaigns are conducted from a temporary office, established in some vacant store that is secured through some political influence and without cost. Second-hand furniture is generally the equipment installed, and flaring canvas signs adorn the doors and windows. All of this was avoided in the Kiel Endorsers' campaign. It was conducted by business men and along business lines.

Prominent business men were approached and asked to become Kiel Endorsers. Care was taken to get men of different political parties, creeds and nationalities. Special effort was directed on the first 500 names, to insure getting the most representative men of St. Louis, including the officers of various business organizations. Politicians were not sought in the early stage of the campaign.

WORK ON INDIVIDUALS

As the cards were signed they were filed in alphabetical order. An extra set was made immediately, these latter cards being assorted then into wards and precincts throughout the city. In other words, if John Walton, 4211 Ohio Avenue, signed a card, a ward map showed that this address was in ward 13, precinct 4.



Just say "Send me a copy"

You will be glad to have this little cloth-bound booklet. We will be glad to send it.

It throws some light on the subject of eliminating waste in direct-mail advertising.

It shows you how to make your booklets and catalogues work harder for you.

It tells the experiences of other advertisers who have learned that cloth covers get their booklets across and *keep* them there.

INTERLAKEN Book Cloth is made in many attractive colors and patterns. Any book-binder will be glad to show you samples.

Ask for our booklet TODAY. Just a line on your letter head addressed to

INTERLAKEN MILLS, PROVIDENCE, R. I.



Interlaken
Book Cloth The standard since 1883

**"The Largest Fire Insurance Company
in America"**

ELBRIDGE G. SNOW, *President*

ORGANIZED 1853

CASH CAPITAL, \$6,000,000



Head Office: 56 Cedar Street, New York, N. Y.

Full War Insurance Cover

(Where Legally Permitted)

Including

**Bombardment and Explosion Perils
Liberal Contracts Reasonable Rates**

ALL BRANCHES OF FIRE INSURANCE

INCLUDING AUTOMOBILE AND WINDSTORM

**Every Policy Issued Backed by the Largest Cash Assets
of Any Fire Insurance Company in America.**

**AGENTS IN CITIES, TOWNS AND VILLAGES THROUGHOUT THE
UNITED STATES AND ITS POSSESSIONS, AND IN CANADA**

STRENGTH

REPUTATION

SERVICE

These cards were turned over to the Committeemen in charge of the Republican Organization and careful work was done on both primary and election day to see that these men turned out. On election day especially those signing Kiel Endorser's cards were followed up, and in many instances cards were left at their door, reading, "At (blank hour) you had not voted—do not fail to vote." The telephone was used freely in calling men up, telling them that they had not been seen at the polls and urging that they turn out and vote for Kiel.

Previous to the primaries practically all the newspapers had endorsed Mayor Kiel's administration. In this campaign these editorial expressions of endorsement were used. In the advertising of the Kiel Endorsers during the primaries the Mayor had but one newspaper which was unqualifiedly for him. After he received his nomination he had the unqualified support of two and the partial support of a third paper. He had the most bitter opposition on the part of two other newspapers. The campaign was one with considerable mud slinging. The patriotism of the Republican candidates was questioned, and Mayor Kiel responded with something that his opponents did not expect, namely, that his father had been a Union soldier and had served for over three years in the Union Army. By careful handling, this attempt to draw national politics into municipal affairs reacted upon those who started it.

When the votes were counted it was found that Mayor Kiel was elected by a majority of nearly 24,000, the largest ever given a mayoralty candidate in the history of St. Louis. The chairman of the Republican central committee in "An Appreciation" published in the St. Louis newspapers, made this pertinent statement in his thanks—"To advertising for its clear and forceful presentation of the party issues in a manner unique and memorable."

Sooner or later advertising will be used as a main method of acquainting American voters with

We are delivering

**CONSTRUCTIVE
SERVICE**

Within the last two weeks five concerns (three well known advertising agencies, a large printing house and a prominent advertiser) simply had to have drawings made

P D Q

We undertook the work, promised each that the illustrations would be in their hands on a certain day, and at a particular hour.

Every promise was faithfully kept, and before the specified hour.

We are always "on our mark" and prepared to meet emergencies.

GOTHAM STUDIOS

Makers of GOOD DRAWINGS for
Car Cards, Booklets, Window Cutouts
Newspaper Advertisements, Posters, etc.
114 EAST 28 STREET - NEW YORK
Telephone 6019 Mad. 36 e

WANTED

An Advertisement Writer

Neither an Old Dog Tray nor an 18-year-old "eager to break into the advertising game."

He will have to know how to write. His style should be flexible and not too sophisticated.

He should be able to originate his own ideas. We can supply the hypodermic if necessary. But we prefer to use it only in emergencies.

He should know when and how to be an individualist or just as often—a mere "sub" on the team.

We would prefer a man who a few years back had business experience outside of advertising—in some branch of selling, manufacturing or finance.

With your letter kindly send only 2 or 3 samples of your best work.

Tell us also which three manufacturers during the past year have, in your opinion, done the best national advertising—and why. This is important.

A NEW YORK AGENCY

Box 283

Care of Printers' Ink

“The
Salt
of the
Earth”


Official Circulation Statement
of the

New Yorker Herold

APRIL 1st, 1917

Total NET Daily Circulation

121,778

 The above figures demonstrate that the **NEW YORKER HEROLD** has the largest daily circulation of any newspaper published in the German language in the United States.

 Applicants for A.B.C. Membership 

Office:
GERMAN HEROLD BUILDING
22—24 North William Street
New York City

the merits of a party or of a candidate. Few men attend ward meetings. Those that do represent but a small portion of the voters of a city. Practically all voters can be reached through advertising—why, then, should it not be the proper medium to use in political campaigns in merchandising men and platforms just as in merchandising commodities? There is a big lesson in Mayor Kiel's election that American politicians might profit by.

Cunard Chairman on Taxing Production

“We have gone wrong from the very start,” said Sir Alfred Booth, chairman of the board of directors of the Cunard Steamship Company, at the annual meeting of the corporation in London. “The methods of financing which we adopted might have been comparatively harmless for a short war, but in this long war they hang like a millstone around our necks, and will surely hamper our powers of recovery after the conclusion of peace. We have borrowed where we should have taxed, and now when we have begun to tax we are taxing production and leaving consumption to run riot.

“The excess profits tax exhibits both these vices to a special degree. Moreover, this tax has the grave disadvantage that it does nothing toward solving after-war problems, for after the war there will be no war profits to tax and its place will have to be taken by new direct or indirect taxation at the worst possible time for trade to adjust itself to new burdens.”

A. B. C. Would Change By-Laws

The Audit Bureau of Circulation announces that its staff of auditors is now large enough to make annual examinations of all its members without calling upon outside auditing concerns. As a consequence the following amendment to the present by-laws will be recommended to the annual convention of the Bureau, to be held in Chicago on June 1st: “To amend Article I, Paragraph 1, and Article II, Paragraph (b), of the By-Laws by striking out the words ‘or independent auditing concerns, which are certified public accountants’; and Article II, Paragraph (c), by striking out the words ‘or independent auditing concerns.’”

Joins Cleveland Agency

John S. King, formerly director of publicity for the Famous Players Film Service, Inc., has joined the Fowler-Simpson Company Advertising Agency of Cleveland.

MOST advertisers know Beck as the foremost color engravers in America, because most of the fine color reproductions are made by Beck.

But we are not color specialists any more than we are line-cut or half-tone specialists. Our specialty is engraving in all its phases, and the Beck plants in Philadelphia and New York are equipped to meet the requirements of the advertiser and the publisher in every medium.



THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

*Your kind
of a shoe*



Ralston → 6-7-8-9

DEALERS: This shoe IN STOCK. No. 659. Black Glazed Kid Bal. Riverside last.

COMFORT—Ralstons prove that stylish shoes *can* be truly comfortable even the first time you put them on. They need no "breaking in." Ralstons **FIT**—which also adds to their life—and to your satisfaction.

Sold in 3000 good stores. Style booklet on request.

RALSTON HEALTH SHOEMAKERS, Brockton (Campello), Mass.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor.

NEW YORK, MAY 3, 1917

Advertising to Get Laborers

The Canadian advertising in the United States for farm labor, which has just been abruptly discontinued, gave the United States Government a terrific scare, and thereby hangs a moral not merely for the American Government, but possibly for some private advertisers as well. This Canadian incident, indeed, goes to confirm what a few far-sighted men have contended for some time past, namely, that the new necessities in advertising for labor will constitute one of the most important of our post-war problems.

Probably no person in authority would care to admit it, but the fact remains that officials at Washington were in a state bordering on panic when, happily for them, Sir George Foster, Acting Prime Minister of Canada, ordered the discontinuance of the advertising in American mediums designed to attract farm laborers

to Canada. Had not the United States lined up with the Allies it is doubtful, of course, if any action would have been taken on the protest of Senator Kellogg, of Minnesota, who was subjected to a full-fledged alarm of his own when he heard that thousands of farm hands were leaving his State for the Dominion.

On the very day on which the Canadian advertising was withdrawn a high official of the U. S. Department of Agriculture confided to a representative of PRINTERS' INK that he considered the new exodus to Canada the most serious aspect of the entire agricultural situation in this country. The circumstance that the Canadian advertising promised homesteads to men without capital who would start as farm laborers was proving effective in drawing over the border the very best class of tenant farmers and rural wage-earners.

In view of Uncle Sam's obtuseness regarding advertising, it is rather much to expect that this Canadian scare will drive home any moral in Governmental quarters. But it is at least a straw in the wind to indicate to discerning men in private business that "help wanted" advertising of a very special type is needed to produce results in this day and age, with a prospect that the requirements will be more exacting after the war.

Officials of the U. S. Bureau of Immigration and other investigators in the U. S. Department of Labor tell PRINTERS' INK that there is no question but what the American labor situation after the war is going to be, as the old-fashioned folks say, "a caution." Emergency measures such as the importation of thousands of Filipinos, which California is now proposing, may solve or partially solve the question in so far as unskilled labor is concerned, but it looks as though the manufacturer who has need of a higher grade of help will have an incentive to study efficiency in labor advertising as he may never have studied it before.

The experts who, without wishing to be quoted, have given their

views to PRINTERS' INK, take the stand that, contrary to the expectations of many persons, there will be no exodus of labor from Europe to America after the war. By no means all the "reservists" even who went from America to Italy, Greece and other Southern European countries will, they figure, come back to us. Higher wages and certain new opportunities in the Old World will hold a large proportion of the "returned Americans" as well as the rising generation.

Yet more disquieting, say the Federal specialists on labor movements, is the prospect that the United States will after the war lose a considerable portion of the foreign born population it now holds—female as well as male. The new opportunities in Russia and Poland will offer one explanation. The discontent of Germans and Austrians with the land of their adoption will afford another incentive for "reaction." All told, it begins to look, if we accept any of these theories, as though advertising for help and advertising "contentment" to a body of employees after it has been recruited to full strength, might develop a highly specialized school of copy writing.

Censoring Financial Advertising

The Stock Exchange is indisputably right in taking every precaution to protect the public, as well as itself, against anything that might possibly be construed as quack finance. But many good business men are going to wonder, as a result of its recently reported "disapproval" of some co-operative advertising by certain of its members, if it isn't over-cautious in its methods of censorship.

A broker's relations with his clients are necessarily on a par with those between a physician and his patients. As stated by one in authority, there should be nothing in the nature of a dragnet to catch those who have no business on the Street. Advertising that acts the candle to the moth is apt to boomerang, to the prejudice of

stock broking as a profession.

At the same time, there is a possibility that the Stock Exchange is too reticent as to its functions and its public relations. A certain air of Bourbon aloofness, of hands off, of financial hauteur surrounds it in the public mind, that easily suggests, in an age of democracy, a financial autocracy. As remarked by one of its own governors, "the securities which pass through the hands of its members represent a very considerable part of America's material wealth." Yet the average American knows little or nothing of the Exchange, its functions, its workings, its ideals, etc. When certain of its own members chafe under its conservative restraint, there is little or no explanation of this restraint. The disposition is to regard such matters as entirely between themselves. When such silence prevails, is there any question as to the source of a certain public suspicion towards the mysteries of finance?

To be sure, since the committee's action, as reported in PRINTERS' INK of last week, it has approved of one of six pieces of copy submitted by five of the original six members to the campaign, which now continues as planned. It is understood that the committee does not object to co-operation, to advertising the partial-payment plan, or to the size of the advertisement. The new caption, "Stocks and Bonds on the Partial-Payment Plan," is certainly innocuous from the Exchange's viewpoint as compared with the original, "Partial-Payment Progress."

The reported sentiment of the London Stock Exchange in favor of lifting its rigid ban on advertising in any form is significant in the light of events. It certainly indicates influences of progress. According to the report, the British organization favors collective, rather than individual advertising. There might be a cue for the New York Stock Exchange in this. A comprehensive educational campaign, explaining the workings of the Exchange, its less understood side, etc., should go far toward clearing up in the public mind

some of the mysteries of our "financial oligarchy." It should tend to put the relations of finance and the great public that goes to support it in one way or another, on a better basis of understanding. •On such a ground, with the public so enlightened, much of its so-called autocratic vigilance work might prove unnecessary. The public would then understand.

Capitalizing Economy in Your Advertising

Many manufacturers are undoubtedly looking with grave apprehension at the possible effects upon their business of the economy propaganda which the Government is making at the present time. They feel that if multitudes of citizens suddenly curtail their expenditures, and omit many luxuries, it may have a disastrous effect upon industry. This is, of course, what Howard E. Coffin meant when he issued his recent warning against allowing misguided patriotic enthusiasm to wreck the machinery of commerce.

It seems fairly evident that much of the apprehension now felt by manufacturers is needless. The leading article in last week's issue of *PRINTERS' INK* pointed out that many advertisers are already turning the economy campaign from a liability into an asset by utilizing it as an argument in their advertising. The same article suggests other lines of business which could profitably follow this example, and there are, of course, many more which are not mentioned. For instance, makers of high-quality goods can take advantage of the occasion to argue that "the best is the cheapest in the long run," and that by paying a little more the consumer gets greater utility and longer life of the product, so that he really saves money.

The more boldly this problem is attacked, the greater the chance of success. In war-time, when the minds of the people are turned toward serious things, the advertiser will probably find that he does not need to "coddle" his pub-

lic as he does when less extraordinary conditions prevail. There is also less inert resistance to a change in the buying habit, at a time of general disturbance.

As an instance of a bold frontal attack of the sort mentioned, the campaign of the Belber Trunk and Bag Company, of Philadelphia, narrated in this issue of *PRINTERS' INK*, is significant. When the soaring price of leather made a substitute essential on its bags, it selected such a substitute, and then *advertised the change*. The real objection which the public has to substitutes is the feeling that there is something underhanded and unfair about them—a feeling, of course, which national advertisers have engendered. Such a campaign as the Belber company's disarms that criticism at once. Even more significant, however, is the fact that the substitute for leather which was adopted is Fabrikoid, itself an advertised product. Thus two separate currents of good-will have been brought together into a broad current of public approval and confidence, in which we see again a capitalization of the economy-note which so many manufacturers are fearing will injure their business.

Limitations of British Ban on Periodicals

On the list of prohibited imports made public in February by the British government appeared the item "periodicals of over sixteen pages." This caused considerable apprehension among publishers and Jesse H. Neal, secretary of the Associated Business Papers, Inc., took the matter up with the British authorities in an endeavor to ascertain whether the interdiction applied to magazines mailed to subscribers in England. Mr. Neal has lately received from the Royal Commission on Paper, London, a letter stating that "such matter may be forwarded in single copies through the post, or by parcels post with a limit of seven lbs."

Thayer Joins "Vanity Fair"

Chas. E. Thayer, for two years connected with the Chicago office of *Leslie's Weekly*, has resigned to join the Western office of *Vanity Fair*. He succeeds Malcolm G. Rollins, whose appointment to Western manager of *Motor Life* was announced in *PRINTERS' INK* last week.

The deeper the postal authorities and the A.B.C. dig into circulation methods, the more LIFE'S circulation is appreciated by advertisers.

We say, "Turn on the light strong!"

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

The Little Schoolmaster's Classroom

A WELL-KNOWN advertising man was elected to Congress last fall. A few days ago, on his return to New York, he gathered a number of his former confrères together at a star-chamber lunch and spoke to them as follows:

"My friends, you know that advertising has been under heavy attack at Washington. It has been held up before the nation as a useless expense and as a sure sign that the man who advertises nationally has more money than he knows what to do with. There is a feeling at Washington that advertising has no proper place in the economic scheme, and I wonder if you men and other advertising men realize that perhaps you are partly to blame for this misconception of what advertising is.

"What is advertising, anyway? When I listened to those speeches at Washington, I recalled how we advertising men used to debate among ourselves, trying to decide whether advertising was an art, or a science or a profession. It impressed us that it must be one of these, and we squelched the man who voiced his belief that advertising was just straight business and was a part of selling.

"No, we had to be 'practitioners' of advertising, whatever that means, though it seems it has something to do with advertising as a profession. We did not want to be just business men, but we wanted to pursue an art or to make ourselves think that advertising was a science.

* * *

"As I sat in my seat in the House of Representatives, I caught myself wishing that we had not indulged in these debates and that we had ourselves agreed that advertising was just *selling*. If we had all gotten together and had proclaimed up and down the land that advertising was a selling force, and the cheapest national selling force known, I believe we would not have been attacked at

Washington so heavily as we have been.

"Isn't the time ripe for those who know that advertising has a sound economic basis to recognize it as a branch of selling pure and simple? Let them concede to those who wish to debate the matter that advertising must make heavy drafts upon the arts and upon science, just as must the business of making a talcum powder or of making bridges. The manufacturer of talcum powder, for instance, will have no quarrel with the man who asserts that he must have available the resources of chemistry, just as he must have at hand the skill of the art of engraving. But nobody has attempted to say that the talcum powder business is a science or is an art. So with advertising. A wise advertiser will make use of all available knowledge, but he will not warp his business viewpoint by charging advertising as other than what it is—namely, a selling expense."

Just then the printer's boy came in, asking for copy, and the Schoolmaster woke up from his day dream. He realized that no advertising man had been elected to Congress and that this conference had not actually existed. But he could not help wondering—

* * *

The Schoolmaster noticed a druggist's sign advertising a Billy Burke Sundae. Has anybody started a Billy Sundae?

* * *

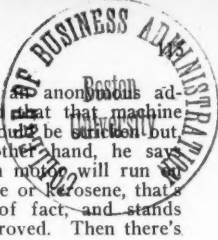
Not long ago the Schoolmaster was discussing advertising with a lawyer. "I always regard advertising as evidence," said the attorney, "and when I read an ad I think of myself as a jury trying to get at the truth about the advertised article. I apply the rules of evidence to the copy and strike out what is inadmissible. You'd be surprised sometimes to see how little is left.

"For instance, there's the matter of opinion evidence. No one but

PRINTERS' INK

an expert can give an *opinion* in court—what the jury wants is *facts*. So I strike out opinions unless they're quoted from some authoritative source. An endorsement of a certain machine by Thomas Edison would be admissible as an expert opinion, but the

statement of an anonymous advertising man that that machine is the best would be *surmise*. But if, on the other hand, he says that a certain machine will run on either gasoline or kerosene, that's a statement of fact, and stands until it's disproved. Then there's



Nuht So Bad!

Among traceable subscriptions to GOOD HEALTH received during the first three months of 1917 were those from 55 civil engineers—49 known capitalists—232 lawyers—196 doctors—57 dentists—18 judges—22 brokers—91 bankers—137 corporation officials—256 wholesale and department store heads—119 real estate operators—104 owners of large estates—181 factory managers and superintendents—33 Government officials—and 757 general business men. Want further information about Good HEALTH circulation? "No"? Prefer the "bliss of ignorance," I s'pose. Well, "Old Top"—don't forget that "Knowledge is power" even when it comes to the investment of an advertising appropriation.

Advertising
Manager

GOOD HEALTH

1805 W. Main Street
Battle Creek, Mich.

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. \$500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations



Glass Head Pins Sales Maps Plotting Papers

Show Salesmen, Customers, Agencies; sales you made and sales you didn't.

Edexes Charting
Papers

SHOW Production, Sales, Costs and Profits, by days, weeks, months or years.

Big Sample Package

containing Charting Paper, Curve Cards, Sample Map Mount and assortment of Map Pins and Map-marking devices sent for fifteen 2c. stamps.

Write for a copy of Our Booklet for Executives—"Graphs: Presentation of Facts." FREE.

Our map pins—assort sizes

EDUCATIONAL EXHIBITION CO.
525 Custom House St., Providence, R. I.



Isn't it better to buy Quality Engravings and get orders than cheap ones and get "stung"?

GATCHEL & MANNING
PHOTO - ENGRAVERS
In ONE or MORE COLORS
PHILADELPHIA

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation 133,992

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.



WHY NOT? As our organization has the experience, the careful supervision, and can work out your plans with intelligent co-operation, why not try us out?—Yes,—WHY NOT?

Mason Printing Corporation
SYRACUSE, N. Y.



was dropped only because of a business depression which followed soon after they had received their subscriptions of funds.

The central idea of the Lyon, Conklin & Company campaign is the publication of photographs showing buildings which have burned as a result of the combustible character of some roofs or other materials than tin. When the company hears of a fire anywhere in Baltimore or its vicinity, a photographer goes at once and get a picture of it, which is inserted in the next issue of the local papers. "We have found," Mr. Clautice reports, "that specific instances are the strongest arguments that can be used, and the most convincing. No ads were prepared more than one week in advance, for the reason that we found it more advantageous to keep even with the times and happenings of the day, and tie up our roofing with any local occurrences that it was possible to use. We are always on the job looking for instances that we can use. We did not set out to use any specific amount of space in any one issue; we use the space that we deem necessary to tell our story."

* * *

Some queer slips are made in soliciting advertising. A New York newspaper recently argued that a cement manufacturer should use its space because "most of the suburbanites in Jersey, Long Island and elsewhere bought their supplies from the New York stores and carried them home." The advertiser replied that he would be much interested in getting a picture of a Jerseyite lugging home his ten bags of cement, weighing 94 pounds net per bag.

To Advertise Inter-Communication Phone

The Screw Machine Products Corporation, Providence, R. I., has appointed E. J. Cooney assistant sales manager and director of advertising for the Select-O-Phone, an inner telephone system. A direct-by-mail campaign is being instituted, which is to be followed by a national campaign.

"The Salt of the Earth"

Advertising Managers of Retail Stores and Newspapers YOU NEED THIS

If your Store or the Stores you sell advertising space to handle Dry Goods, Furniture, or Men's Clothing you should be a subscriber to the BATES ADVERTISING CUT AND MERCHANDISING SERVICE. Therein is the maximum of advertising value, timeliness, authentic New York styles, printability, original artistic techniques, a wealth of advertising boosting suggestions, augmented by the Personal Service of our Copy and Art Departments localized for your benefit. Get your order in NOW for monthly sample proof books issued in ample time to assist you in planning your future advertising.

BATES ADVERTISING COMPANY
230 Fifth Avenue New York City

Printing

Typography that will make
your advertising attractive.
SERVICE that will help
tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th St., New York City

Keeshen
Adv. Co.
Oklahoma City
and Tulsa Oklahoma

"The Salt of the Earth"

IT PAYS

The **Coca-Cola** Bottling Co.

To Use Moving Pictures
and It Will Pay YOU.

Our special Animated Cartoon Film ads for Bottled Coca Cola are proving very popular with the Bottlers. These films are being shown in hundreds of Moving Picture Theatres.

Won't you let us "Movie-ize" your advertising?

TRIOPHANT
FILM CO., Atlanta, Ga.

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

MCCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

MCCOURT LABEL CABINET CO.

H. H. BLACK, Pres.

53 Bennett St. Bradford, Pa.

LE PAGE'S
CHINA
CEMENT

STANDS HOT AND COLD WATER 100

Canners to Help Conserve Food Supply

In the course of a debate in the Senate on that provision of the Espionage Bill which would permit the President to prohibit the exportation of such articles as he sees fit, Senator Bert M. Fernald, of Maine, emphasized the importance of the canning industry in conserving the country's food supply. He advocated a temporary embargo on the exportation of tin-plate in order to insure an adequate supply of containers for canned food. Senator Fernald said in part:

"The canning industry is so extensive and has developed to such proportions that the best judges, or those who are in position to estimate, claim that 30 per cent in value of food consumed in this country is packed in tin cans; and on inquiry of three large wholesale grocers of New York, Chicago and Boston the reply was that more than 40 per cent of their business was in canned food products.

"From these statements you will gain reliable information as to the magnitude of the canning business. In fact, the output of our canneries in 1914, according to the census report, was 3,626,572,956 cans—figures so large that they startle our imagination almost beyond comprehension—and recent figures made up from information collected by the Department of Commerce show that in 1916 this was increased by over one-fourth; and in 1917, according to the estimates of the can makers, it will be increased by over one-half.

"There are 12 tin-plate mills in this country whose combined output, according to the census of 1914, is 2,084,536,669 pounds, requiring 20,845,366 boxes of tin plate.

"More than one-half of all the tin plate used in this country is used in manufacturing containers for food products. The export of tin plate last year was 5,200,000 boxes; of these 1,300,000 boxes were shipped to Canada."

WANTED—NOT CAPITAL BUT ABILITY

To a clean-cut young man with a pleasing personality, selling ability, and business training, we offer an **OPPORTUNITY**.

"PARTNER," Box 285, Printers' Ink.

"The
Salt
of the
Earth"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

HELP WANTED

SALESMEN IN ALLIED PRINTING TRADES CAN EARN EXTRA MONEY WITHOUT EXTRA EFFORT. NEW PROPOSITION. BOX 418, CARE PRINTERS' INK.

WANTED

SALES & AD. MGR.

See ad on page 94

PRINTING SALESMAN: Old established concern wishes to start new department. Excellent opportunity for salesman who can control some New York accounts. We are fully prepared to back up our men in every way. Box 429, care Printers' Ink.

WANTED

EXPERIENCED MAN in large advertising agency—must be familiar with billing of engraving, composition, electrotypes and printing. Advancement to competent man who can produce results. Box 419, care Printers' Ink.

SOLICITOR NATIONAL ACCOUNTS

We will make a most attractive proposition to a man of standing among national advertisers. 500,000 monthly circulation. A great opportunity for a man who knows one when he sees it. Give full details in writing. Box 431, care Printers' Ink.

YOUNG MAN, EXPERIENCED IN OFFICE MANAGEMENT, PREFERABLY COLLEGE MAN, WHO HAS HAD EXPERIENCE IN PUBLISHING OR ADVERTISING FIELD—NO LIMIT TO OPPORTUNITY. PLEASE GIVE FULL DETAILS REGARDING ABILITY AND QUALIFICATIONS. BOX 434, CARE PRINTERS' INK.

Poster Artist

Who can make real poster sketches, mostly figure work. One with advertising agency experience preferred. We want a man of experience who understands modern advertising art and can give us the highest class work in that line. An exceptional opportunity to locate permanently in the middle west with a company of national reputation. Address Box 418, care Printers' Ink.

I WANT A MAN

with an idea, specialty, novelty or publication, in the Printing, Lithographing, Binding or Paper Line, that will keep my Hundred Thousand Dollar Plant, so busy on my own stuff that I can cut out, eventually, competitive work for others. It's the finest plant on the Pacific Coast. Box 411, care Printers' Ink.

EXPERIENCED STENOGRAPHER WANTED

One who is capable of acting as private secretary to member of firm of Advertising Agency. Is familiar with typography, preparation of copy and advertising rates. Write for interview and indicate salary desired. Address Box 416, care Printers' Ink.

ARTISTS—Experienced pen and ink woman's fashion artist of highest type. Interested only in those who have specialized in this work and can point at successful experience. Send samples with letter of full details by registered mail—which will be promptly returned. Advertising Department, The Bedell Company, 19 West 34th Street, New York City.

We can use a man who can produce sales ideas and direct mail literature. This opportunity is for one who can take complete charge of our service department and can co-operate with salesmen in getting results. Real opportunity for artist competent in layout work. Advise your experience and what salary you require and we will arrange for a personal interview. Box 415, care Printers' Ink.

ARTIST—First-class figure man for Advertising Agency. Good salary for right man. Send samples. Address Artist, P. O. Box 1592, Philadelphia, Pa.

ADVERTISING AGENCY will start young man with ability to write copy, as assistant to executive, affording exceptional opportunity to learn and advance. Write age, experience, references, and salary desired. Enclose samples of copy, if possible, and they will be carefully handled and promptly returned. Box 420, care Printers' Ink, or 'phone Bryant 1611, New York.

MANAGING EDITOR

For group of four technical publications in the power plant machinery and metal field. Applicant must have a technical education and practical engineering and editorial experience. Give full particulars as to education, experience, and age, reference, salary, etc., in first letter. Box 409, care Printers' Ink.

ARTIST—Commercial illustrator wanted. Must be first class figure man, understand color thoroughly and have creative layout ability with an intelligent understanding of advertising. Position permanent and attractive. Will pay well for right man. Submit samples of your most recent work; name references; what salary you want, and when you can come. This is an advertisement to experienced men only. Amateurs need not apply. Box 417, care Printers' Ink.

WANTED—A YOUNG MAN

who believes he has selling ability and who would appreciate a first-class training as an advertising solicitor with one of the largest and best-known class magazines in America. For the young man over 19 who is ambitious to sell advertising this is the opportunity—first, a rigid training in selling classified advertising, and later to the man who makes good a secure position as display solicitor. College education preferred, but not essential. Write, giving in full, details of home, business and scholastic training, together with references and present salary. Box 432, care Printers' Ink.

PURCHASER WANTED

A large business house has a good opening for a capable young man who has a thorough knowledge of the details of printing and bookbinding, and who has had some experience as a purchaser of printing and supplies. Apply to Mr. Elliott, 4046 Michigan Avenue, Chicago, Ill.

Outdoor magazine requires immediate services of advertising representative. Will consider any one who has made good elsewhere. This position has big possibilities—bigger than can be explained here. Correspondence strictly confidential. Box 435, care Printers' Ink.

One of the most complete engraving and printing plants in the Middle West with an established reputation for producing all kinds of direct-by-mail advertising literature such as catalogs, booklets, folders, broadsides, etc., and being particularly well organized for complete service, would be interested in hearing from a real salesman who has sold from fifty to one hundred thousand dollars annually and who has earned from five to eight thousand per year. Address Box 410, Printers' Ink.

WANTED

Assistant Advertising Manager

The advertising manager of a well-known investment bond house is looking for a capable assistant. The position offers a reasonable salary to start, with a permanent and assured future. A young man, with a few years' experience, preferably in a good agency, with ideas, aggressiveness, ability to write clean and forceful copy, knowledge of systems and how to keep them running smoothly, and a college education or its equivalent is the type desired. Write a letter telling your qualifications and selling your services. Address R. B. C., P. O. Box 822, New York City.

MISCELLANEOUS

PRINTERS' Also N. Y. City papers, INK-"OLD" Schworn-Mandel; 450—4th Av., N.Y.

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel. Cort. 4968.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

Advertisers' Complete Guide to the CANADIAN Market

All latest statistics showing market possibilities, with correct adv. rates, circulation and other data all worth-while mediums, in 1917 **LYDIATT'S BOOK**. Recognized as most reliable. Not an agency directory. \$2, postpaid. **W. A. LYDIATT, Pub., 53 Yonge St., Toronto**

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 14, 1917, at 12 o'clock noon. Chas. H. Thayer, Pres.

Printers' Ink Copies for Sale

1905—Months Oct., Nov. and Dec.
1906—Jan., Feb., Sept., Oct., Nov., Dec.
1907-08-09-11-14-15-16 complete.
Reasonable to close up an estate.
All fine, condition like new.
P. O. Box 786, Milwaukee, Wis.

POSITIONS WANTED

Treasurer of agency wishes to connect with larger organization or one with broader possibilities. Experienced accountant and general manager. Box 412, care Printers' Ink.

Adv. Mgr. Competent to take complete charge Adv. Dept. National Advertiser and make it pay. 12 yrs. experience. Knows how to get business by mail from dealers. Portfolio of samples and further facts on request. Box 414, P. I.

PUBLISHERS SEEKING CLASSIFIED

Address Classified Manager, Box 422, Printers' Ink, for particulars of a young man who for 16 years has been building Classified Advertising, who has made a record and now seeks a change.

SOME ORGANIZATION needs a man like this.

He writes effective technical copy; makes original layouts, etc. Has initiative, selling instinct and practical artistic ability. Knows printing, engraving and advertising. Wants a difficult position. Box 426, Printers' Ink.

Situation desired by composing room foreman, qualified in taking position with advertising agency or large buyer of printing to look after the proper and economic production of work, through a thorough and practical knowledge of all printing details. Box 433, care Printers' Ink.

Circulation Manager

Expert on Subscription and News-Stand circulation. Open for engagement after May 15th. Big proposition only.

Address Box 425, Printers' Ink

He asks little—this advertising and sales manager's assistant—but has much to give—youth, energy and enthusiasm—not forgetting brains. He can write a good letter, too—and his knowledge of advertising and sales promotion comes from sound, practical experience. He would like to locate in New England, and for his weekly stipend, 30 dollars. He will be worth it—in service—decidedly worth it. Box 423, care Printers' Ink.

COPY WRITER FOR AGENCY OR ADVERTISING MANAGER

Trained in department store selling, buying, advertising, management. Eight years' agency experience—display ads, booklets, letters, details, plans, management. Wide education. Versatile. Energetic—original—thorough. Ambitious and capable. Enviably record. Married—35. Profitable investment at \$5000. Box 994, Printers' Ink.

Harvard man, 23; sales correspondent for high-grade mail-order concern; asst. adv. mgr. for \$80,000,000 mfr. (hit by war), seeks permanent mail-order opening. Understands credits. *Begin anywhere.* Box 424, care Printers' Ink.

My training and 12 years' experience as office manager, accountant, correspondent, and in secretarial work makes me valuable as assistant to secretary of a concern or to executive of a large organization; am in the market for such a position, where hard work and conscientious effort count; age, 29; excellent education, strong business sense, executive ability and tact. Address, "Assistant," Box 427, care Printers' Ink.

CAPABLE, PRACTICAL COPY AND SERVICE MAN,

released by sudden discontinuance of present firm, seeks immediate engagement with agency or as advertising manager or assistant to manager. Seven years' experience, mostly in service departments of agencies. Especially competent man, with clean record. Well grounded in his work. Must connect immediately. Last position, \$2,000. Age, 35. Excellent samples to show. Box 430, care P. I.

CIRCULATION MAN

for past eight years in present connection, seeks larger field. Editorial, advertising and circulation experience of international scope. Producer of circulation-getting matter. Experienced fully in agency, solicitor and direct-by-mail work, both in this country and abroad. Is an organizer and systematizer and knows publishing business thoroughly. Will go anywhere to connect with a real opportunity. Box 428, care Printers' Ink.

WANTED

Writer of convincing copy and business-getting sales letters, seeks connection with well-established Boston advertising agency or progressive business house. Has had twenty years of valuable experience with large corporations in Sales and Advertising Departments. Can produce results in either capacity or handle combined duties. Equipped to take charge of a staff of correspondents and develop the friend-making ability of individual writers, thus holding old customers while making new ones. P. O. Box 3536, Boston, Mass.

An executive, responsible for the successful management of a printing plant employing two hundred people, is handicapped by conditions that are unusual and beyond his control. Thirty-five years of age; a college graduate; a man who, because of his business principles, progressiveness and experience in handling the affairs of large plants, has always, and is now, making good. Your business may need an executive who will resign his present high-salaried position for one offering unlimited opportunities. No plant invoicing less than \$75,000 considered. Address "Confidential," Box 421, care Printers' Ink.

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